VOGUE

Beauty Issue

How to

Look your best
Feel your best
Do your best

ADVANCE RETAIL TRADE EDITION

MAY 15, 1943
PRICE 35 CENTS
40 CENTS IN CANADA

COPYRIGHT 1943, THE CONDÉ NAST PUBLICATIONS, INC.

Here's hoping, Captain Jim, that all this will be over sooner than you expect. . . . Here's hoping that I'll soon be unpacking my hope-chest Wamsuttas for that new home we picked out before you left.

Wamsutta *Supercale** sheets and pillowcases are made for use, and lots of it — to give long, happy years of service to the people who own them. . . . Wamsutta's carefully planned combination of fineness, smoothness, and strength has been achieved and maintained for this purpose.

So we are hoping too, Lieutenant, that you will be using those *Supercale* sheets before long . . . and that we at Wamsutta can go back to making enough of them for all of the other brides who want "The Trousseau Sheet of America" for their homes. WAMSUTTA MILLS, New Bedford, Mass.

★ ★ **BUY WAR BONDS** ★ ★

Wamsutta SUPERCALE SHEETS

*REG. U. S. PAT. OFF.

Springfield Blankets . . . Wamsutta-Somerset Towels

VOGUE Advance News for Retailers May 15

COPYRIGHT 1943, THE CONDÉ NAST PUBLICATIONS, INC.

Vogue says, "This is The Year to Look Alive, Awake, Aware."

Vogue says, "Beauty today is part spine, part soul, part lipstick."

There has been a change in the concept of beauty. Today beauty is something inner as well as outer (see pages 34-35). As Vogue puts it, "Only she has real beauty who can work, walk, dig, fetch, carry, live, love." By the same token, today, more than ever before, looking one's best and doing one's best are irrevocably intermixed. This summer, the store's job will be to help women, who have less time than ever to spend on beauty, look better than ever, in order to do better than ever—a real job of store service.

Many women, either because of time or distance, will be unable to get to a beauty salon this summer. Give them advice on home beauty treatments (page 46), and show them creams, skin oils, nail polishes, shampoos and hair rinses that are easy to use, and insure professional results. Encourage becoming short haircuts (pages 36-37) that are easy to care for.

The simple, effective make-up tricks on page 73 will help women to feel that they are really looking their best. Quote from these suggestions in your advertising, and use other quotations in your counter displays. Since this will be the summer beyond all summers for leg make-up of all kinds, take a tip from page 43 and stress methods of application, different colours and ways of wearing leg paint in town and country.

Vogue says, "Perfume is the surest aura of loveliness you can weave about you." For this reason, perfumes and Colognes deserve emphasis this summer. For a pretty perfume display, take the quotation, "Vogue says, 'Match your flower perfume to the flower whose name it bears.' "

Vogue says, "The less bathing-suit, the more sun."

Time spent on the beach is off-duty time spent to advantage. Swimming and sunning together are health-producing, relaxing and enjoyable. Sun in particular with its reviving qualities is a necessity this summer. For this reason, 1943 bathing-suits are being made with "much less fabric than the law allows to catch the Vitamin D." Underline this aspect in your advertising, and show news-making suits like the ones on page 42, 48-49—printed and striped two-piece suits with abbreviated trunks and bare midriffs; maillots.

You might plan a window display around these brief bathing-suits to be labelled, "Vogue says, 'Vitamin D bathing-suits' or 'The less suit, the more sun; the more sun, the more Vitamin D.' " The Polynesian-inspired suit on page 42 deserves special attention, both for its vivid print and for its clever use of minimum material. The sarong-trunks are designed to wrap around and tuck in to fit and flatter any figure. With your bathing suits you could also show sun oils and creams—doubly important with abridged suits.

Vogue says, "Cotton dresses—now more precious than ever."

Cotton comes into its own in the beautifully tailored country dresses shown on page 74-75, "As well made as good wool dresses," these and similar cotton dresses are worth every cent of their cost. Highlight these quality cottons in your cotton shop—neatly-checked chambrays, fine cottons in plaids and plain colours, cotton madras dresses that "come out of the laundry good-as-new." Sell them as better dresses that can be counted on for long and honourable service.

Bare-back cotton dresses are a 1943 innovation for day and evening wear (see pages 43-44). These are new enough to be window-displayed in their two different versions—perhaps a crisp cotton sun-dress in a daytime setting, and a short, striking, very décolleté cotton evening-dress with a bare-back in an evening setting. The whole display might be pointed up by the quotation, "Vogue says, 'Daring bare-backs may well become the backbone of your summer wardrobe.' "

"Vogue Says" Quotations Point to Beauty

These Four Quotations on Cards Without Cost

Write Vogue Merchandising Service, 420 Lexington Avenue, N. Y. C.

VOGUE SAYS:

"Perfume is the surest aura you can weave about you."

VOGUE SAYS:

"Short hair can't get in the way of war work."

VOGUE SAYS:

"For a healthy colour, use a rosy foundation cream."

VOGUE SAYS:

"Have three shades of leg make-up—one for country tan, two for city slickness."

These Quotations For Your Own Use

Put them on your own cards and use them in your advertising

COSMETICS

Vogue says:
"This is the year to look alive, awake, aware."

Vogue says:
"To get your personal best out of make-up, experiment with several cosmetics."

Vogue says:
"Use black and brown eyebrow pencils to give your brows an uneven, natural colour."

Vogue says:
"If you're fair and blue-eyed, try a deep grey eye shadow."

Vogue says:
"Grey eye shadow is an accent to pastel colouring."

Vogue says:
"Faded eyes can borrow brilliance with eye make-up."

Vogue says:
"Foundation cream keeps make-up fresh for hours."

Vogue says:
"Sallow skin can assume a glow with a pink foundation."

Vogue says:
"Mix cream rouge with cold cream for smooth, easy application."

Vogue says:
"Always use two coats of lipstick."

Vogue says:
"Remember to powder your face with plenty of powder."

Vogue says:
"For brittle hair—a soapless shampoo."

Vogue says:
"Telescope several beauty treatments into one home session."

Vogue says:
"Creaming will condition your legs for summer sunning."

Vogue says:
"Give yourself a five minute facial daily with a good emollient cream."

PERFUME

Vogue says:
"Perfume—important incidental music to your personality."

Vogue says:
"Match your flower perfume to the flower whose name it bears."

Vogue says:
"Spell out your perfume by supplementing it with Cologne in the same scent."

COIFFURES

Vogue says:
"Short hair has snap, is a snap to care for."

Vogue says:
"Short hair—wear it cap-close, or brushed out gamine-wise."

READY-TO-WEAR

Vogue says:
"Pretty commutation ticket for daytime chores—polka-dot dress."

Vogue says:
"Good pickings—clothes of cotton madras."

Vogue says:
"Bareback dresses may well become the backbone of your summer wardrobe."

Vogue says:
"The short, décolleté dress is an important summer evening fashion."

Vogue says:
"Wear a black jacket over your summer white."

Vogue says:
"The narrow look is a look that women want."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
MAY 15, 1943

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Self-sufficient Sports Suits
ready to wear at once
in town or out and around
each $23
sizes 10 to 20

Above: Sunny chamois-yellow* suit of smooth rayon gabardine, hand-stitched in brown, $23. The tailored felt beret, $15

*Other pastels, too.

Below: Cool sleek little suit of black rayon shantung (comes in colors, too) with its own fresh white rayon piqué gilet-scarf, $23. To go with this and many other pretty outfits, the shady straw hat with belting bows, $20. (Depend on your garden or your beau for lapel flowers.)

Vogue
May 15th, 1943

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Vol. 101, No. 10
Whole No. 1698

it's the beautiful fit that's such a sensation in these wonderful cotton bathing suits by Mabs of Hollywood! It's all done by Pliantex . . . that clever cross-weaving that helps to give your figure such a lovely, firm line. Left: Eucalyptus print in red, green, blue. Right: Scattered floral in black or white. Both in sizes 12 to 18. Each 10.95. And they're easy to order by mail or phone.

Altman sportswear, third floor

FIFTH AVENUE, N. Y. **B. ALTMAN & CO.** MU.9-7000

endearing – enduring – LAVENDER

Because it is young

and dulcet as a sunny day . . .

because it gladdens

the spirit and brightens

the heart . . . because, somehow,

Yardley English Lavender

belongs so inseparably

to spring, it has become

the dearly beloved of

charming women everywhere.

Such a gentle scent . . .

and yet how unforgettable!

Yardley

ENGLISH LAVENDER

• In four sizes: $1, $1.50, $2.50 and $3.75
Yardley English Lavender Soap, 35c; box of 3, $1

• *Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients.*

When you think of fashion in New England

it's **Filene's** *the world's largest specialty store*

From The French Shop, one of Filene's Quality Shops

A subtle summer dress by Maurice Rentner.

Two-piece rayon sheer; tucked top, front-full skirt. $79.95

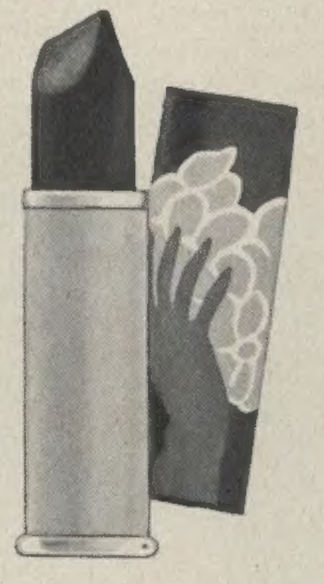
Lilly Daché's Half Hat of white organza. $38.50

Buy War Bonds and Stamps

Keep your skin clean and bright as a bride's

Tussy Creamy Masque

THRILL his heart with your exquisite, bride-like complexion! Use Tussy *Creamy Masque* . . . a wondrous cleanser and beauty treatment in one. As a cleanser—instead of soap—use *Creamy Masque* with water. Leaves skin looking fresh and clean! For conspicuous pores, use this bland, soothing cream as a 3- to 5-minute Masque. Helps give a finer look, a smoother appearance to dull, coarse-looking skin. 4-oz. jar, $1.*



Know your insignia? *Wings with propeller through center, worn on lapel, mean Air Corps. Wings with bomb through center, worn on breast pocket, mean bombardier.*

Famous Tussy Lipstick

Smooth-textured Tussy Lipstick helps keep lips soft and luscious-looking in spite of drying sun. Lasts for hours! Waterproof. Fashion-right shades. Try bright *Jeep Red.* Or deep *Commando.* $1 each.*

Tussy Anti-Sunburn Foundation Cream

Smooth on this fragrant, peach-colored cream. Then work or play in the sun knowing you will tan without burning! *Anti-Sunburn Foundation Cream* screens out the burning rays of the sun . . . at the same time acts as a flattering powder base. 2-oz. jar, 55¢.*

**Tax additional*

Tussy Cosmetiques, 683 Fifth Avenue, New York City. Lipsticks, creams, lotions, and other fine Tussy preparations are on sale at department and important drug stores.

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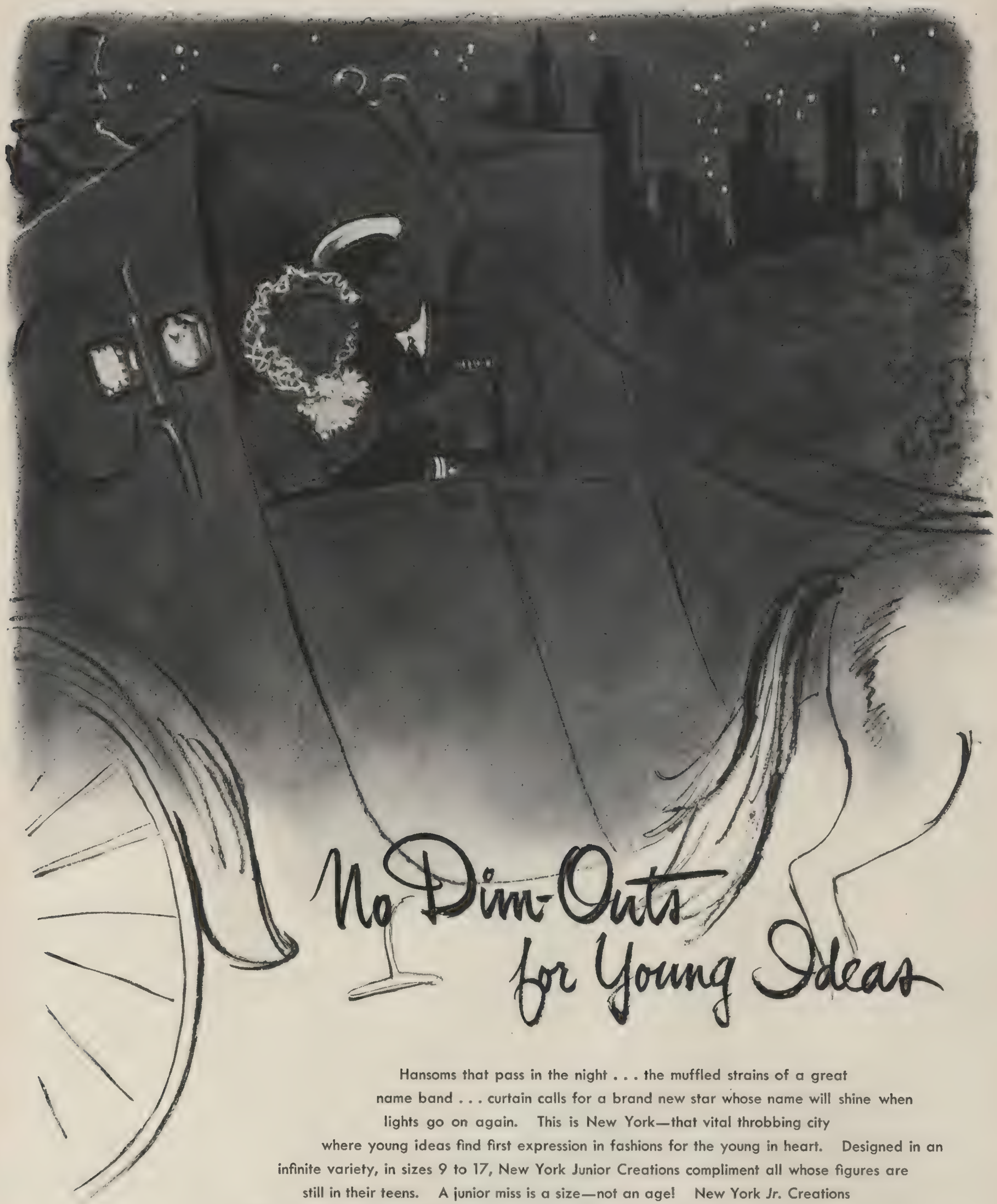
Tussy — for that young, young look

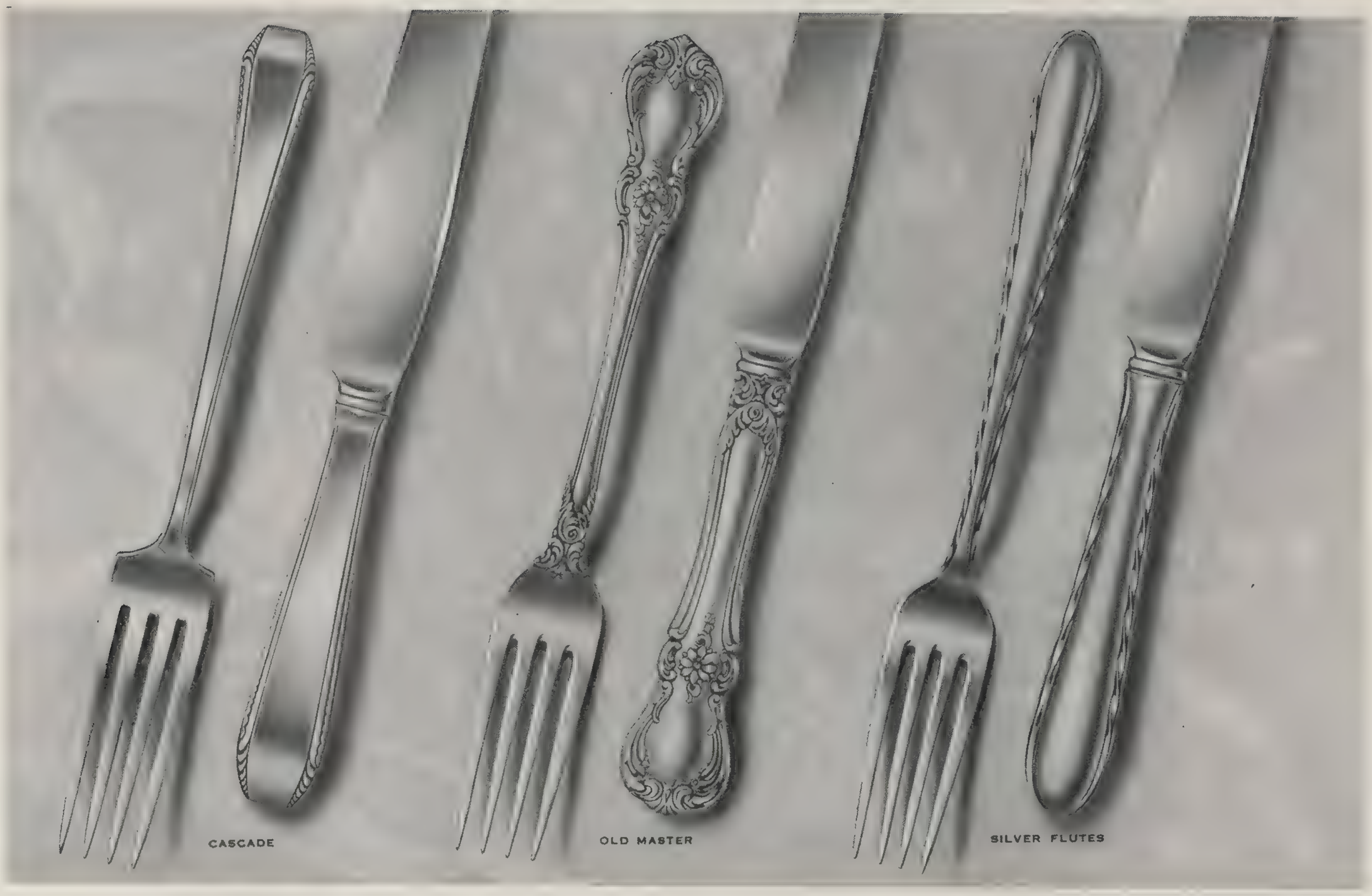


Hansoms that pass in the night . . . the muffled strains of a great name band . . . curtain calls for a brand new star whose name will shine when lights go on again. This is New York—that vital throbbing city where young ideas find first expression in fashions for the young in heart. Designed in an infinite variety, in sizes 9 to 17, New York Junior Creations compliment all whose figures are still in their teens. A junior miss is a size—not an age! New York *Jr.* Creations reflect a bright tomorrow. For here, in America's greatest city, the spark of youth is never dimmed. Here, young ideas begin.

NEW YORK DRESS INSTITUTE

NEW YORK Creation N.Y. DRESS INSTITUTE Made under standards of I.L.G.W.U. Jr.

BUY WAR BONDS



CERTAIN WEDDINGS YOU HAVE PLANNED —

DARK-EYED JEANNE — she said hers would be a small and simple wedding, and Sylvia wanted to be married in the fall. You — well . . . you had starry dreams of a long, carpeted aisle . . . stained sunlight glowing on your shimmering dress of white . . .

You never dreamed that things might not be the way you wanted them. You never reckoned with a war. Jeanne's wish came closest to the truth — but even she hadn't imagined a quick trip to the City Hall—a honeymoon shadowed by a three-day leave.

And your 'big' wedding —just you and he standing in front of the fireplace at home. But it was as real and important as if it had all the fancy trimmings in the world.

Perhaps your new home isn't just the way you'd planned it, either. The little white Colonial house is just a furnished room near an Army post. But the dinner table set for two is one dream that's come true . . . and your Towle Sterling—the one possession that is your very own — is a gleaming promise to yesterday's dreams — for tomorrow!

* * *

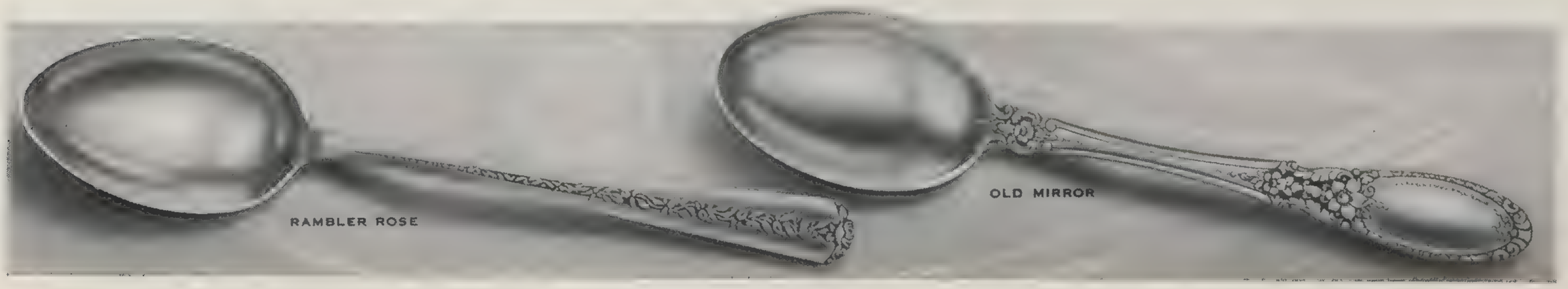
Certain Sterling patterns that will reflect your dreams are those created by Towle. Towle patterns are fashioned by master artisans guided by craft traditions that began in 1690. The "Sterling" mark on each piece of Towle means *solid* silver — silver that is not only a lifetime possession . . . but an investment for all the years to come. A table set with fine Sterling is possible even on a newlywed's budget. Ask your jeweler to show you Sterling by Towle — and to explain the "place setting" plan of purchasing it.

Write for a free copy of "The Bride in Wartime — and her Towle Sterling" . . . a new booklet written to help you select your pattern and care for your Sterling. Address:
THE TOWLE SILVERSMITHS,
Dept. K-5, Newburyport, Massachusetts.

TOWLE

Sterling

TOWLE'S *part in war production may mean fewer pieces of your favorite pattern. If you can't buy what you want, invest that much more in War Bonds to purchase your Towle Sterling when peace has been won.*



America Salutes

THE BEST-DRESSED WOMEN IN THE WORLD TODAY

THE WOMEN IN UNIFORM

...defending our freedom today
in tomorrow's freedom tomorrow

With infinite skill and precision these five uniforms are proudly tailored by handmacher

smart women everywhere

swear by Revlon

nail enamel 60¢
lipstick 60¢ also $1 size

Sunday night G.H.Q. ...for refreshment

Put out the welcome mat for the soldiers. Let them take over your house and kitchen on Sunday evenings. Their efficiency will probably shame you into taking that cooking course you've heard about. Decorate your table attractively with one of your best flower arrangements. (Consult Volumes 1, 2 or 3 of the Coca-Cola Flower Book for ideas.) Then shop ahead for simple food and for your quota of Coca-Cola. Let the boys carry on from there. You can vary the menu from week to week, but don't attempt to change the refreshment. There just isn't any substitute for the taste and refreshment of Coke to the boys of the fighting forces.

Laura Lee Burroughs

Flower Arrangements by Laura Lee Burroughs. The new volume #3 and volumes #1 and #2—Suggestions for brightening the home with flowers and refreshment. Color photographs of flower arrangements . . . table settings . . . and ways to serve Coca-Cola. You will want one or more of these volumes—so, send your name and address (clearly printed) with ten cents in coin or stamps for each volume (to cover cost of handling and mailing) to THE COCA-COLA COMPANY, ATLANTA, GEORGIA, DEPT. VE.

"The only thing like Coca-Cola is Coca-Cola, itself"

COPYRIGHT 1943, THE COCA-COLA COMPANY

Eisenberg Originals
For summer glamour ... personalized cologne that lingers longer, a perfume stick for your purse. In three fragrances.
STIRRING, STARTLING and EXCITEMENT.
Cologne $3.00* and $2.50.* Perfume Stick $1.50.*
Not illustrated—Eisenberg Lipstick $1.50,* Eisenberg Perfumes $2.50* to $25.00.* Cosmetics sold only where Eisenberg Original dresses are sold.
*Plus Federal Tax
EISENBERG & SONS · DRESSMAKERS · PERFUMERS · JEWELERS · MERCHANDISE MART, CHICAGO

The suit pictured above available at better stores. Limited quantity only. Cole of California, Los Angeles

summer
sun
is
just
as
hot

ZEPHYR SHEERS

are
just
as
cool

Light as blown blossoms, fresh as the wind in your hair, L'Aiglon's "Zephyr Sheers" of BEMBERG* Rayon

Left: **Aurora,** with sunwhite blossoms on blue, pink, aqua, or saddle. Sizes 14 to 44.

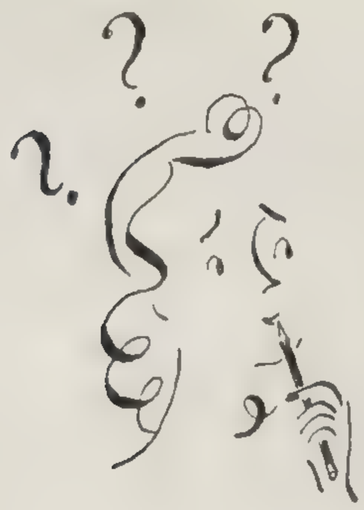
Right: **Allegro,** twining flowers and ferns done in navy, black, brown, or grey on white. Sizes 14 to 40.

10.95. Now at the L'Aiglon department of your favorite store.

*Reg. U. S. Pat. Off.

L'Aiglon

THE WILLIAM CARTER COMPANY, NEEDHAM HEIGHTS, MASSACHUSETTS



Fit and Fair Quiz

How many of these fifty beauty secrets do you know? Score 2 for each question you can answer *yes*. Perfect score, 100. If yours is less than 50, better send that coupon!

Face

Do you know how to make your eyes appear larger than they are?
How to make eyes which seem too close together seem further apart?
What to do about circles under the eyes?
How to shape eyebrows without giving them an artificial look?
The right shaping of your lips for your facial contour?
The rouge trick to make a too-large nose appear smaller?
What to do if your skin is dry—or oily?
How to work to overcome enlarged pores?
How to get rid of a double chin?
How to apply the correct make-up for your type of chin?
What to do about wrinkles, frowns and scowls?

Figure

Do you know how to *reduce* your weight—while having plenty to eat?
How to *increase* your weight and measurements?
How to reduce and streamline your hips?
How to sit at a desk to avoid "stenographer's spread"?
How to reduce fat ankles, legs and thighs?
How to develop too-thin calves and ankles?
How to correct a "swayback"?
How to correct round shoulders?
How to reduce or develop your arms?
What to do about a "crepey" throat?
How to "lengthen" your neck?
How to get rid of a "dowager's hump"?
How to reduce a fat back?
How to firm, strengthen and reduce your abdomen?
How to achieve a lovely waistline?
How to reduce or develop the bust line?
What to look for in a foundation garment for *your* particular figure?

Fascination

Do you know how to make up your eyes if you wear glasses?
How to determine the best hair style for your face and profile?
How to arrange your hair if it is thin?
When and when not to get a permanent?
How to determine once and for all the colors most flattering to *you?*
How to choose make-up colors right for your dress colors?
Which single dress style slenderizes more than any other?
What to do for your hair to insure a perfect shampoo?
How to keep your skin lovely—and yet retire *without* creams?
How to have lovelier hands through special exercises?
How to turn everyday housework into beauty exercises?

Fitness

Do you know how to hold your spine to have a beautiful posture?
How to stand and sit to avoid fatigue at your work?
How to relax tired muscles?
How to work to overcome insomnia?
How to refresh yourself quickly for an unexpected date?
Which foods to eat for strong, clear eyes?
How to carry heavy loads with the least strain?
How to lift or push weights correctly to avoid strain?
How to relax completely "the Beauty Angle way"?
How to feel fresh and fit at the end of your working day?
How to maintain poise when the center of attention?

First Step to Success...

The DuBarry Success Course has all the answers to these beauty and personality questions and many, many others. These are days when it is important to be at your best—for war work, for business and social success. The Success Course brings you the same methods taught by Ann Delafield at the famous Richard Hudnut Salon, New York. When it has meant so much to more than 75,000 others, why not find out what it can do for you? This coupon will bring you the whole story.

DuBarry Success Course
ANN DELAFIELD, *Directing*

RICHARD HUDNUT SALON,
Dept. SS-1, 693 Fifth Avenue, New York, N. Y.
Please send the booklet telling all about the DuBarry Success Course.

Name _____

Street _____

City _____ *State* _____

SCHOOLS and CAMPS

For advice write to Vogue's School Bureau

CO-EDUCATIONAL CAMP

WENTWORTH

Wolfeboro, N. H. Well balanced program of work and play. All sports. Gardening, art, crafts, music. Good tennis, golf, sailing. 180 acres. Tutoring included. First aid. Motor Mechanics. Junior work unit 15-17. M. Claire Sawyer, M.A., 551-5th Ave., N. Y. C.

GIRLS' CAMPS

MODERN LANGUAGE CAMP

Girls 7-19. On Lake Champlain. French and Spanish with European councillors. Daily riding, sailing, water sports, tennis, theatre, art, music. Girls care for horses and garden, help farm. 20th yr. Jr. Unit. Mrs. E. V. Chase, 400 West 119th St., N. Y. C.

LAKE GREELEY

Pocono Mountain Camp for Girls, 6 to 17, on site founded by Greeley of "Go West" fame. Riding, sports, dancing, dramatics, music, art, crafts, trips, talented counselors. Fine train service. Catalog: C. A. Hummel, Box 105, Greeley, Pa.

NAWAKWA

Pocono Pines, Pa. 18th Season. Secluded on picturesque 2000 acre estate. All cabins, lake, sandbeach. Boating, tennis, bicycling, arts and crafts, nature study. Physician. Three age groups. Booklet "V". N. Y. Office, 11 West 42nd Street.

TEGAWITHA

For girls. On sunny top of Poconos, 800 acres on private lake, 3 hrs. from N. Y. and Phila., convenient to R.R. Riding, golf, swimming, sailing, dancing, dramatics. Junior Camp. 26th yr. Catalog.
Miss Mary A. Lynch, 390 Riverside Dr., N. Y. C.

Make use of Vogue's school service.

CAMP COWASSET

A purposeful summer for girls on Buzzards Bay, Cape Cod. All salt-water sports, sailing, swimming, riding. Crafts. First aid training, tutoring, nutrition, Victory gardens. 4 age groups. 28th season. Catalog.
Beatrice V. Hunt, Dir., Holbrook, Mass.

QUANSET

Sailing Camps, 39th year. Learn sailing every day on Cape Cod's beautiful, safe Pleasant Bay. Tennis, crafts, riding, trips, etc. 3 age groups—5 to 18 yrs. Adult Sailing School, June and Sept. Booklet. Mr. & Mrs. F. V. Hammatt, So. Orleans, Mass.

SEA PINES

Cape Cod. 37th Season. Four age groups. All land and water sports. Music, art, dancing, dramatics, languages. Tutoring. Special course for older girls. Guest House. Please state age, grade and church. Faith Bickford, Box V, East Brewster, Mass.

SARGENT

A summer of sport and funmaking for any girl to treasure! All sports, crafts, dramatics. Riding included in reasonable fee. Lakeside bungalows near Peterborough, N. H. Ages 5 to 20. Catalog. Nelson S. Walke, Dir., 22 Everett St., Cambridge, Mass.

OGONTZ WHITE MT. CAMP

750 acres in N. H. Private lake, rustic cabins. Girls 5-18 in separate age groups. Sailing, canoeing, aquaplaning; form & trail riding. Golf, tennis, music, art, dramatics. Seashore & mountain trips. Booklet. Abby A. Sutherland, Box 300, Ogontz School P.O., Pa.

KINEOWATHA

A healthy, safe summer of both fun and achievement: enjoying outdoor life and sports, learning new skills, taking part in useful activities. Jr. and Sr. groups. Tutoring. Advantages of inland Maine, at Wilton. Bklt. Elisabeth V. Bass, 111 E. 48 St., N. Y.

FOREST ACRES

White Mts., Fryeburg, Me.—"For those who appreciate the Best". Riding featured. Career Colony for older girls. Brother Camp—Indian Acres. Adult Camp—Rod and Reel. Dr. & Mrs. A. Krasker, Rockwood Park School, Jamaica Plain, Boston, Mass.

ALOHA CAMPS

FAIRLEE, VERMONT **39TH SEASON**

Aloha Camp for girls 12 to 18
Aloha Hive for girls 6 to 12
Lanakila for boys 6 to 14
Mrs. E. L. Gulick, 8 Perrin Rd., Brookline, Mass.

TEELA-WOOKET

The Horseback Camps of Vermont. A glorious summer of riding and adventure! Water sports. Golf course. Victory projects. Strong tutoring dept. Moderate all-inclusive rate. Mr. and Mrs. C. A. Roys, 38 Ordway Rd., Wellesley Hills, Mass.

brown ledge

Mallett's Bay, Vermont

"—one of New England's finest camps." **Free daily riding for every girl.** Finest show horses, musical lance drill, trail riding, jumping optional. Sailing, racing tactics. Special acting group and theatre. Fencing, tennis, golf, riflery, archery, crafts, swimming, trips. 75 selected girls. *One tuition covers all.* Booklet. Please give age.

Mr. and Mrs. H. E. Brown
The Tarrytown School
Box 218V, Tarrytown, N. Y.

CHRIS CRAFT Aquaplaning

MOSS LAKE

AN ADIRONDACK CAMP FOR GIRLS

Featuring
- **RIDING**
- **SAILING**
- **TENNIS**
- **Also Archery, Swimming, Fencing**

Under nationally known coaches. Large Adirondack lake and preserve. Canoe trips. Daily Riding. All-inclusive fee. Girls 6-19 in 3 separate groups. Nearby camps for brothers and younger sisters. Parent hotel 3 miles. Accessible by rail. *Six hours from New York or Buffalo.*
Dr. G. V. Longstaff, Jamaica, L. I.

GIRLS' CAMPS

FOUR-WAY LODGE

Fun and happiness for girls 7-18 on Michigan's beautiful Torch Lake. Daily riding, water sports, riflery, crafts, dancing, trips. Large group 15-18. Separate Junior Camp. Brother camp Fairwood. Mrs. M. V. Eder, 5699 Belmont Ave., Cincinnati, O.

HUNTINGDON CAMP

GIRLS 6-17 **BOYNE CITY, MICH.**

400 acres, Walloon Lake. Cabins, modern conveniences. Land & water sports. Emphasis on riding, sailing, swimming, and trips. Margaret R. Tomlinson, 16174 Glastonbury Rd., Detroit, Mich.

PERRY-MANSFIELD CAMPS

STEAMBOAT SPRINGS, COLORADO

War Activities Program
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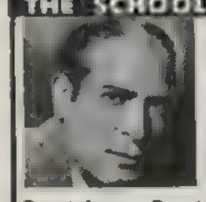

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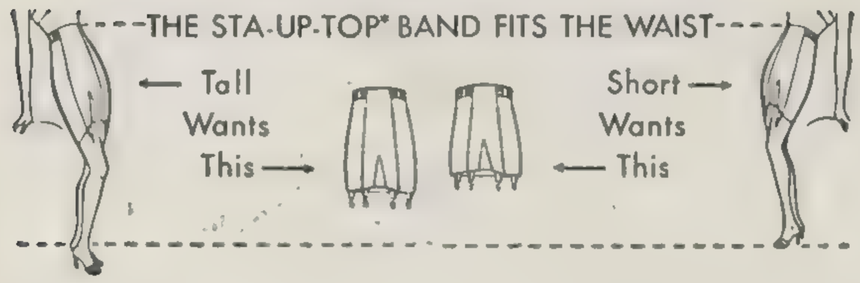

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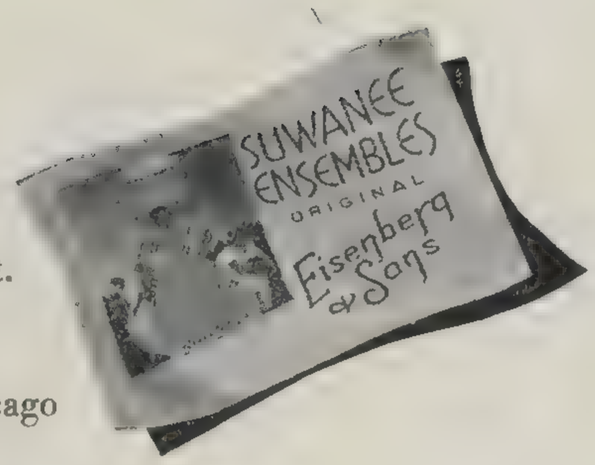

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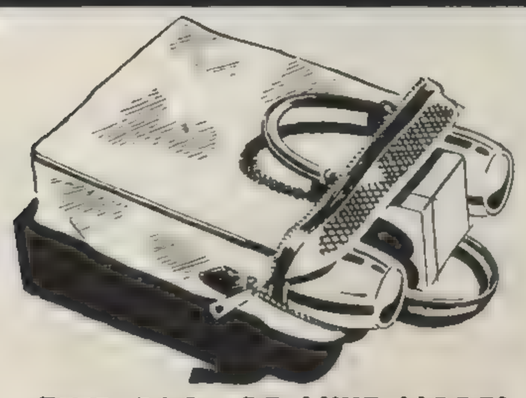

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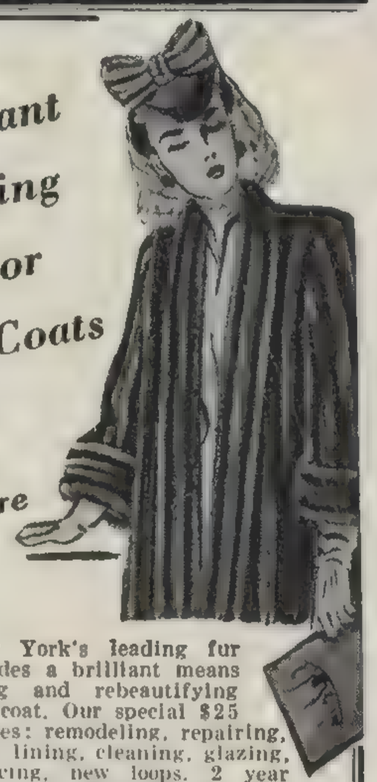
A brilliant Remodeling Service for Old Fur Coats . . . and by mail, too, if you desire



One of New York's leading fur stylists provides a brilliant means of conserving and rebeautifying your old fur coat. Our special $25 service includes: remodeling, repairing, refitting, new lining, cleaning, glazing, seam reinforcing, new loops. 2 year guarantee; 3 years' storage. Fur, if needed, supplied at low cost.

Write for free booklet on mail order plan. If you live in New York or vicinity, we may be reached by all transportation lines . . . or call LA 4-6788 for our Bonded Messenger.

Harry Jay Treu, Inc.
Fur Craftsmen
147 W. 35th Street • New York City
(Opp. 35th St. Side of Macy's)

Hairstyles for the Discriminating

If You Live in the Midtown Area . . . expert beauty care is within walking distance, at our conveniently located Salon! Trained staff under the personal supervision of Mr. Michael. Original coiffures. Telephone BUtterfield 8-8718.
Salon air-conditioned

Michael OF THE CARLYLE HOTEL
35 EAST 76TH STREET • NEW YORK

This glamorous gold flower clip studded with precious stones is one of a pair. Worn as ear-clips, lapel-clips or mounted on gold supple necklace.

CLIPS $460 THE PAIR
NECKLACE $180
(Add 10% Federal Tax)

Claudia Fishel
Jewelry of Distinction
535 MADISON AVENUE, NEW YORK
GIDEON PUTNAM HOTEL, SARATOGA SPRINGS

Hound

Takes a Short Cut

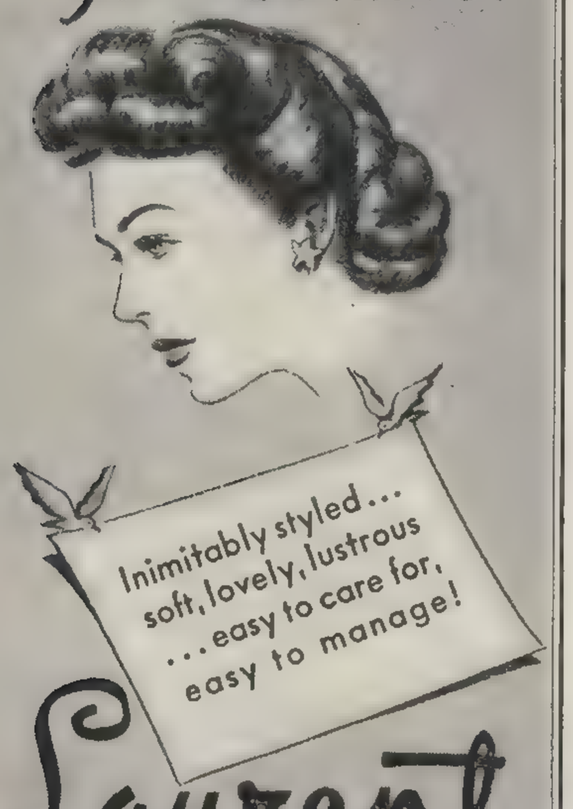
We Know a Secret. Anyway, enough to have fun. It really belongs to Emile-Rockefeller Center, and he won't tell all, but there's a Germinal Shampoo with which he can wash the most mouse-coloured of locks, and they come out lustrous and shades brighter. And quiet—it's not a bleach, it's a shampoo. This coiffure has it, and you should have seen the way it was before. Just hair. But very different now.

Busy Days Ahead for you and your hair-dresser, with a nation-wide call for simpler, shorter hair. But that does not mean a whit less glamour, if the hair is well-cut...maintains Christian Frederick Jungst, 19 West Forty-seventh Street. This coiffure clears a uniform collar and still gives a soft effect.

LUIS LEMUS

Present Permanent. Spirals are good for the short cut that must last long, says Werner of Switzerland, 608 Fifth Avenue. Every hair is waved right down close to the head, so that curls can be clipped as often as hair is long—if you follow us. His new oil-and-winding process gives long-lasting snap to curls.

YOUR PERMANENT *for* SPRING!



Laurent
COIFFURE D'ART
683 Fifth Avenue New York

A
More than Balanced Budget!

Money received: $1,732.75
Money spent: 280.00

One furniture company made over seventeen hundred dollars in sales from just two ads in Shop Hound. Each ad (the same size as this) cost only $140.

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VOGUE'S
Shop Hound Department
420 Lexington Ave., New York City

Nadja Buckley's Precious Jewels

Lifetime possessions done in solid gold by our sensational young jewelry designer. Bracelet hand-set with 3 topaz-quartz stones, diamonds and rubies, 1375.00 Matching topaz-quartz ring, with diamonds and rubies, 525.00

at Bonwit Teller

Jewelry, Main Floor
Subject to 10% Federal excise tax

FIFTH AVENUE AT FIFTY-SIXTH ST., NEW YORK

Lines go **forward** in this newest hair-style creation! Back swirled or shingled. Call for custom-made adaptation. Consultation complimentary.
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19 East 47th St., New York

TALL GALS!

SCALLIWAGS
IN ALL SIZES TO 12 $6.95

...WHEN A PLAY-SHOE REQUIRES THAT VALUED RATION COUPON, IT *MUST* GIVE SUPER VALUE IN RETURN....THIS ONE IS MADE FOR ENDURANCE OF STRONG LEATHER, SOUNDLY BUILT....YOU MAY LIVE IN IT, EVEN FOR STREET WEAR..
IN WHITE, BEIGE, RED OR NAVY BLUE

SHOECRAFT
603 FIFTH AVENUE • NEW YORK
All sizes 2½ to 12 • AAAAA to C
Mail orders filled • Booklet V • Charges
Send Ration Stamp with Shoe Order.

For the duration you'll find Miss Saylor's COFFEE-ETS—those delicious little energy giving candies—in Guadalcanal, Alaska or Africa, but you won't find them on your dealer's shelves. They may be found in the pockets of a bombardier high in the lonely sky or a sailor keeping a midnight vigil as his ship feels its silent way through sub-infested waters, but not in your favorite haunt on Main Street. The goodness you once enjoyed is now easing the candy hunger of boys in service and Coffee-ets energy is contributing to their well being.

That's for now. But they'll be back when it's over, waiting for you to ask for them.

MISS SAYLOR'S CHOCOLATES, INC.
ENCINAL AVENUE • ALAMEDA, CALIFORNIA

it Shop

For Permanent Waves and Color Corrections, every hair is tested and the results are predetermined with the latest scientific method.

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In distinguished hand-wrought jewel-pieces of sterling silver. Rich Spanish artistry by the one and only Rebajes.
Butterfly Pin . . . $5.50
Earrings $2.75
Including tax and postage. Mail orders invited

Rebajes
METAL ART CRAFTSMEN
377 FIFTH AVENUE, NEW YORK

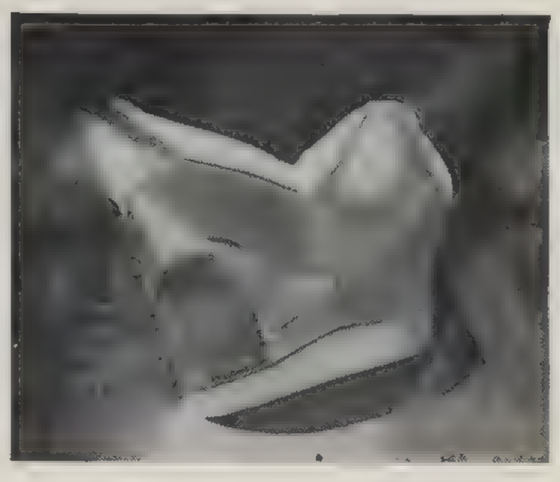
Central Americana. For something brief and bright above the belt, try a Guatemalan bolero with your lounging slacks. Indian designs in red and black, red, brown, blue, on white hand-loomed crush-resistant cotton, cleverly cut for pleasant diversity in pattern. $14.75, plus postage. Renée Field, 757 Madison Avenue. See her also for handsome, hand-tooled leather purses and belts; gay materials by the yard, beginning at $3.50.

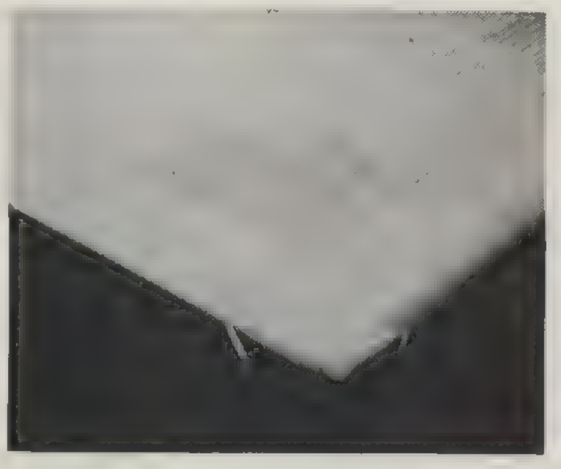
DECORATIVE MIRROR
Whatever color your dressing table is, there's sure to be a harmonizing shade in which you can select this mirror for it. There's off-white, gold, or rosedust —so take your pick. Made of moulded wood; has easel back to stand or can be hung. Measures 15" x 11½".
$2.95 (express collect) Dept. V5
Photo frame to match for 8" x 10" picture at same price also available.

Henry Rosenzweig
723 Lexington Ave., N. Y.

A new oil Spiral permanent, close to the scalp, lasts longer — as given by the staff of . . .
Werner OF SWITZERLAND
608 Fifth Ave., N. Y.
BRyant 9-8141

Sculptured in Satin. Have a neatly chiseled look for tube-line silhouettes. Blackton-Fifth Avenue (471) has an artist's eye for brassières, girdles, slips. With knowing darts and careful cuts, they make all the difference between you and the outside world. Brassière, $2.50 and $3.50, depending upon length.





Fifth for Bridge . . . a cover that plays the game! At least, it enters into the spirit, with bridge rules legibly printed in all of the four corners. Try one in grey with a red border. It's made of a rubberized cloth that cleans with a damp cloth. $3.95, postage prepaid. Albert George, 699 Fifth Avenue.

MANUEL

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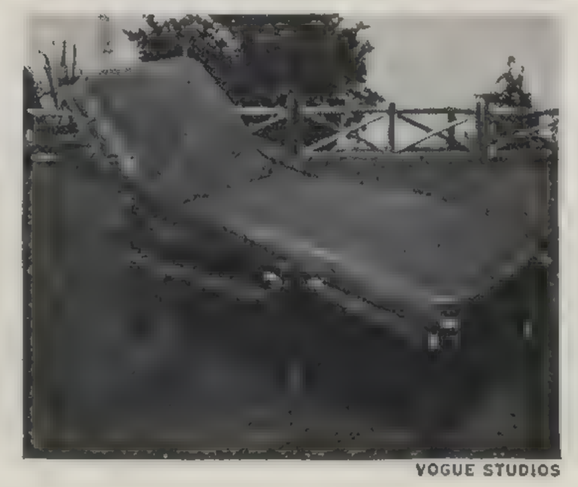
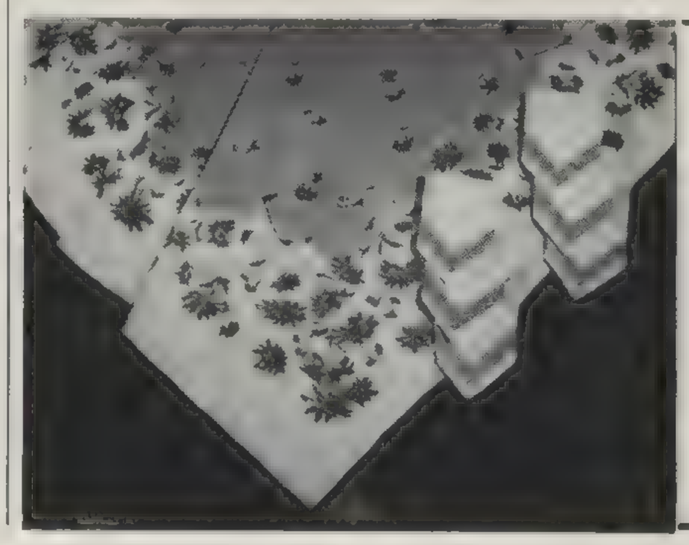
Vogue says:

FOR VICTORY...BUY UNITED STATES WAR SAVINGS BONDS AND STAMPS

Rustic and Pampering. A *chaise longue* of hand-peeled cypress, with an adjustable back and footstool that elongates to suit you. The cushions, green, blue, or red, are included at $22.75, freight prepaid east of Rockies ($3 more, beyond). Littletree Co., Dept. V., Winter Park, Fla.



VOGUE STUDIOS



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A RARE BUY IN WARTIME
"Summer Garden" is the name we've given this hand-blocked table cloth, because it's as fresh and lovely as all outdoors! 54 x 54", guaranteed fast color. Blue, green, yellow, gray or dusty rose.
6 matching napkins for $1.95
Larger cloth, 54 x 72" is $3.95
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Albert George
Dept. 101
699 Fifth Ave., New York City

Hound

Takes One of Each

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Be Kind to Your Furs—Start by keeping them clean. Before sending them away to storage, consider Re Vitalife Custom Fur Cleaning, a cellulose-and-sawdust shampoo. Experts comb each hair into place, and weather-proof furs against rain and snow. Machines with whirling currents of air give them a wind-bath. Linings are cleaned and sized. Ever know that a fur coat absorbs six times more dirt than a cloth coat in a season's wear? Whether your coat is old or new, you'll want to preserve its life. Shops and furriers across the country have this service. What the leopard couldn't figure out, modern science has!

Striking Cartier Ensemble

A shell effect in gold with that new massive look. The clip brooch $95, bracelet $435, and ear clips $56. Matching ring $44. Prices include Federal Tax.

Wedding Invitations delivered within four days

FIFTH AVENUE AND FIFTY-SECOND STREET, NEW YORK

Combination Wedding-Engagement Ring. Platinum set with three square and six round diamonds.

$775

Mermod-Jaccard-King Saint Louis

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Fifth Avenue, at 53rd St., New York

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Tempered Gold and Tempered Platinum Mountings are a major improvement in wedding and engagement rings. You will find the name "Granat" inside each mounting. *(*Trade Mark Reg. U. S. Pat. Off. by Granat Bros, San Francisco)*

MAY 15, 1943

VOGUE

INCORPORATING VANITY FAIR

Published twice a month by

THE CONDÉ NAST PUBLICATIONS, INC.

Publishers of British Vogue, House & Garden, Vogue Pattern Book, and Glamour

ON THE COVER: All seven faces are the same girl's. Natural, healthy, beautiful—helped by make-up. She is Susann Shaw, Vogue's cover girl in Columbia's picture, "Cover Girl," with Rita Hayworth; Jerome Kern music. Horst photograph

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THERE ARE TWO VOGUES:
AMERICAN and BRITISH
(French Vogue is temporarily suspended)

EDNA WOOLMAN CHASE
Editor-in-Chief of the two Vogues

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Honeysuckle $5

Slightly sentimental, eloquently simple—an aureole of distinctive charm, inspired by memories—to make *you* unforgettable...

Fashioned of rustic straw in that golden hue of Wild Honey that is like a caress...Grosgrain banding and streamers in the color of your choice.

WIMBLEDON • 2 PARK AVE., N.Y.

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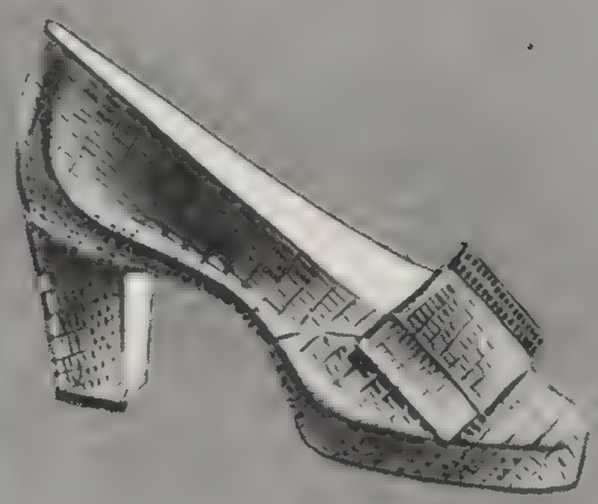
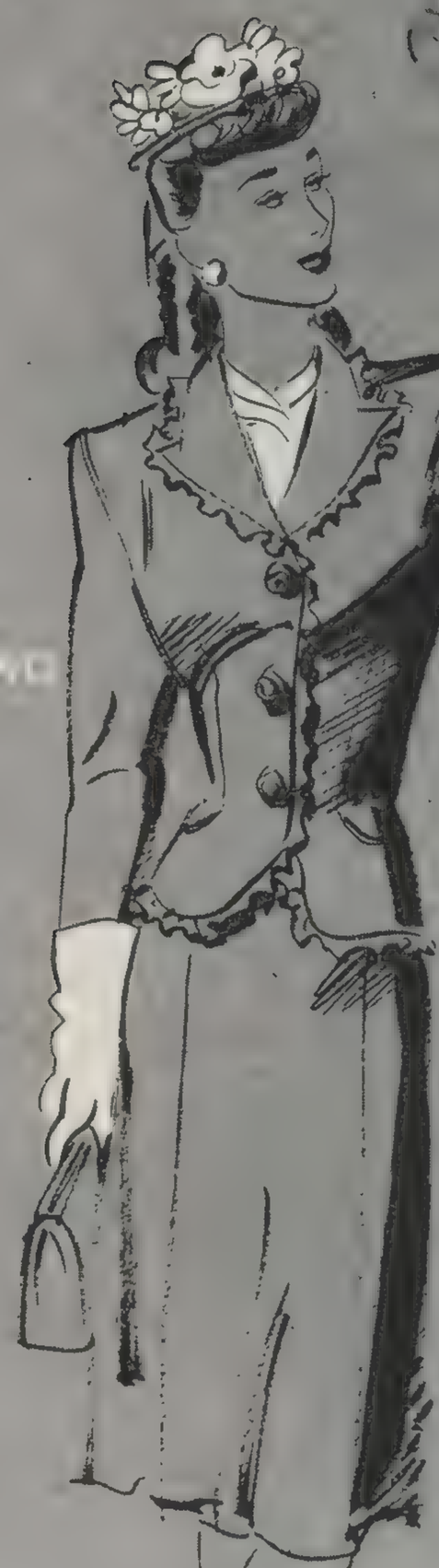
FOR YOUR TOTAL-WEAR SHOES

Alligator-Lizard

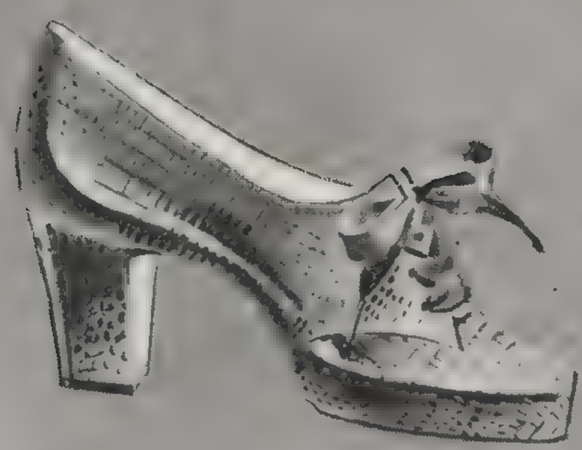




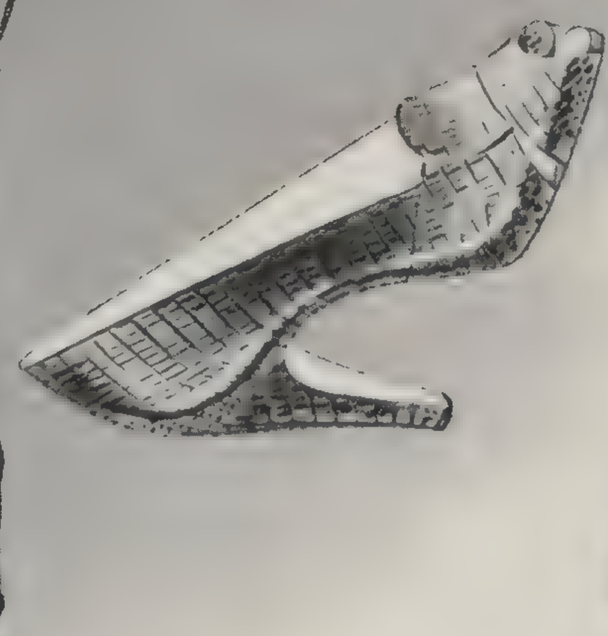
GOOD LOOKING, LONG LASTING INVESTMENT LEATHER FASHIONED

BY

Pandora



Tough wearing, yet tender feeling. Different looking, yet classic. Finer of grain than alligator—more interesting of grain than lizard. Perfect with suits, with prints, with tweeds. Pandora's Alligator-Lizard is the kind of lusty, lasting investment leather for which you'll gladly—and wisely—yield your #17



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QUALITY IS DOUBLY PANDORA FOOTWEAR IMPORTANT TODAY

NEW AID TO SKIN BEAUTY

with this

Doctor's Cosmetic

Now you may have the thrill of achieving skin beauty you never dreamed possible! For here's the secret of how to help make your complexion attractively soft and fresh. For now you, too, may have VAD.

VAD is so different from any cream you've ever used before—not only in the glorious, lovely, thrilling thing it does for your skin; but also in the acknowledged effects of its main ingredient which is Cod Liver Oil.

And Cod Liver Oil, as you know, is a rich source of VITAMINS A and D!

VAD was created by a doctor who devoted years of study and research to the basic principles of skin care and treatment. The medical profession has long known the remarkable powers of Cod Liver Oil applied directly to the skin.

VAD agrees with the skin, spreads with ease, helps check the dulling, drying effects of wind and exposure. VAD helps keep the skin on which it is faithfully applied silken-surfaced, clear, fresh and attractive.

Using VAD on your own face—seeing the result in freshness and clarity on your own skin—is far more thrilling than just reading about what VAD Cream has achieved for countless happy women! So get your jar of VAD Cream today! At good cosmetics counters everywhere—Two formulas: one for dry skins, one with a greaseless base. Two sizes: $2.50 and $1.50.

THE VAD CORPORATION • 745 Fifth Avenue, New York City.

VAD Lipstick, too! The Lipstick you use daily is as vital as your skin cream to the fresh appearance of your face. The makers of VAD Cream, realizing this, have created VAD Lipstick which also contains Cod Liver Oil—a rich source of VITAMINS A and D. You'll adore the way VAD Lipstick goes on . . . the smooth softness it imparts to your lips . . . the way it helps relieve chapped, cracked, dry lips—in 5 fashionable shades—including your own true Red.....$1

Something to about about!

CRÈME BOUQUET

Brilliantly fragrant, Lenthéric's new pastel Bouquets for perfuming your skin, in Tweed, Miracle, A Bientôt, Confetti, Shanghai. Individually, in all five fragrances (3½ oz.), 95¢. "Three Crème Bouquets": Tweed, Miracle, Confetti, (2 oz. each) $2.05. Prices, plus tax.

Lenthéric *perfumes*

VOGUE'S-EYE VIEW OF A BEAUTY ISSUE'S "BEAUTY SECRETS"

NOBODY has to look into a crystal ball *these* days, to discover new beauty. Beauty is out in the open. No more witches' brews; no more love-spells woven over a mess of herbs.

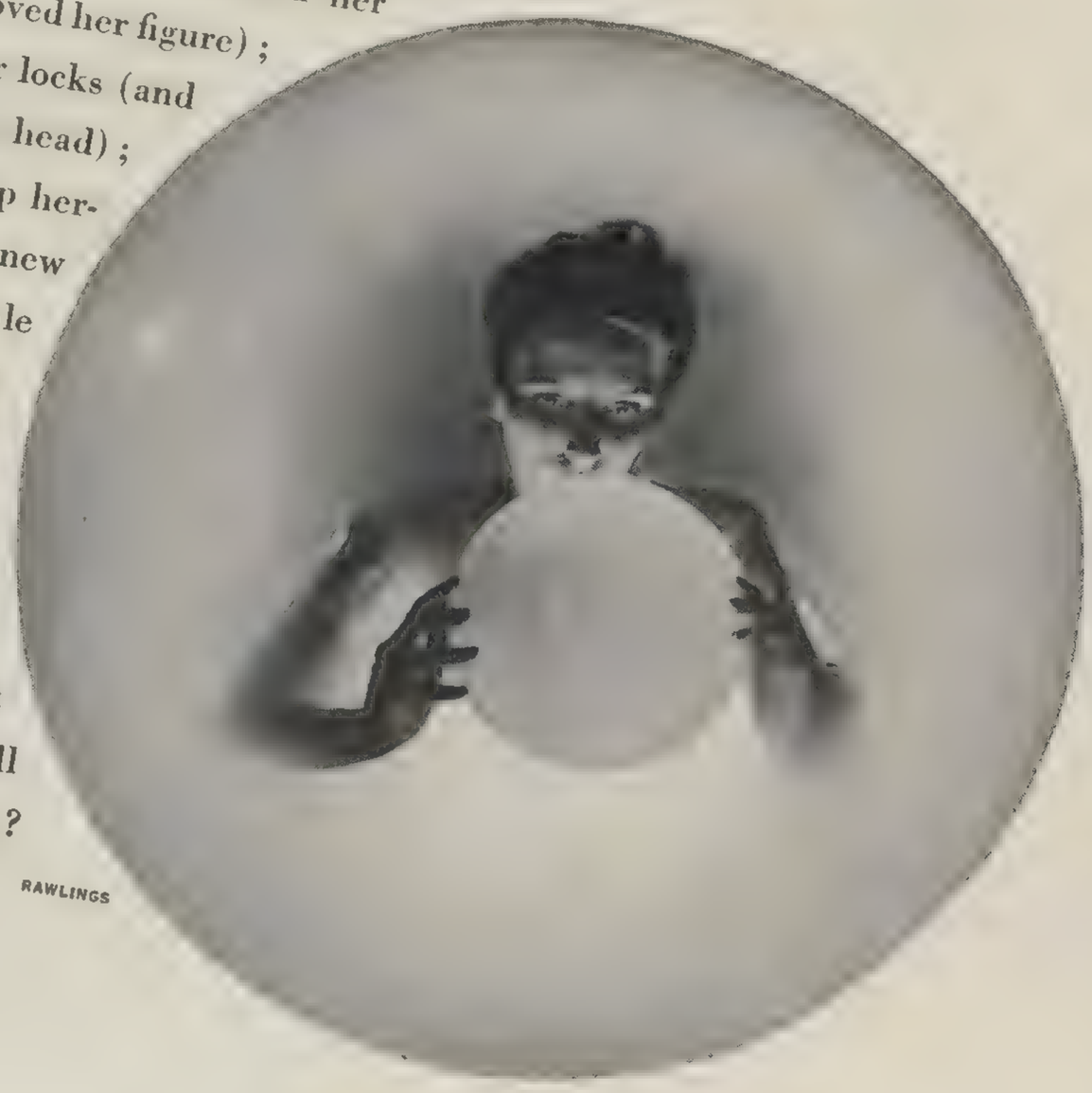
In fact, there's no secret to beauty at all. There it is, all done up in jars and bottles and boxes, for sale openly and cheaply. There it is, too, in an enlightened attitude about good food, rest, a mind shorn of outworn shibboleths.

Yes. Beauty's an open book. And, by the way, we're glad you've opened this one. For, while beauty is anybody's right, and easy as air to get, the fashions in beauty change. And fashion is always Vogue's business.

By fashion-in-beauty, we do not mean the flippant change in the outline of a lip, or the colour of an eyelash. We mean the current picture of the most likable woman in the light of her times.

These times, spurred by the demands of war, have produced a new kind of beauty...which is based on several things besides vanity. She is a beauty who does her best, because she feels her best, because she looks her best.

The new beauty has stiffened her spine (and improved her figure); has shortened her locks (and revealed a proud head); has learned to help herself (and found new uses for her capable hands); gets the full value from her cosmetics. And we have reported all this in this issue. Beauty *secrets?* Anybody want a secondhand crystal ball in fairly good condition?



RAWLINGS

...THE
GJON MILI

BACKBONE OF BEAUTY

Beauty today? It's part spine. It's part soul. It's part lipstick.

It's the way she holds her head high, squares her shoulders, walks with purpose.

It's sinew of the heart, muscle of the mind (and arm), lots of vitamins, a little vanity.

There is no such thing, today, as a Sleeping Beauty, a Beauty-in-Aspic.

The languid are unlovely. The helpless beauty is a has-been.

No such thing, either, as piecemeal beauty built on externals alone.

The clear eye must be compassionate; the ambrosial skin healthy;

the enviable body, a useful one; the slender foot, a tireless walker.

Only *real* women, today, can have *real* beauty. And real, as Webster puts it,

means genuine, sincere, unaffected, void of pretense, not artificial, not counterfeit.

Only she has real beauty who can work, walk, plant, fetch, carry, lift, love . . .

she who knows that doing one's best is the backbone of looking one's best.

• DOTTED PINK SPUN RAYON SUIT; $40. HENRI BENDEL'S YOUNG-TIMERS

HORST

SNIP, SNIP... go the shears, nibbling away at long locks, lank locks, Lorelei locks.

Officially—the Government's all for it, because short hair can't get in the way of war work, takes little precious time. Superficially—it's fun for a change, because it's so often becoming, so often right with the new narrow silhouette.

SNAP, SNAP Quick as a ditto of your fingers—is the coiffure brushed into place, with short hair.

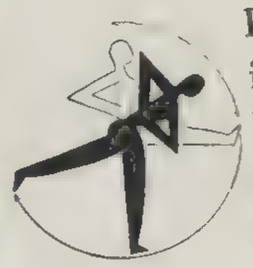
You can wear it cap-close, with a flicker of wave-pattern, like caracal's. You can wear it brushed-out, gamine-wise.

Or you can have it set to look long, combed down. Anyway—whatever your choice—short hair has snap, *is* a snap!

RAWLINGS

EXERCISE THE NAVY WAY

At United States Naval Training Stations, exercises are a big cog in the machine which turns civilians into sailors. There are old exercises and new exercises—but all are animated by a new theory. Recent research seems to prove that what counts is a restrained and purposeful movement—directed to a certain muscle, or group of muscles. Wild flailing about of arms and legs, and strenuous effort, if undirected, may serve no purpose but to leave a man breathless. We endorse this theory for women, too. And we've chosen ten of the exercises observed at some Naval Training Stations for you.



Exercise (shown in photograph) for reducing hips, developing balance: Stand erect, hands on hips; swing one leg easily, back and forth, bending at the waist to get the leg really high in the back. Repeat with other leg.

Exercise for improving posture: Stand straight, hands down at the sides. Pretend you are carrying a heavy suitcase in each hand—then slowly lift the pretend-suitcases sidewards and upwards to a 45° angle.

Exercise to strengthen abdominal muscles, and limber leg muscles: Hands on hips—then bend knees. Stretch one leg far in front of you, still squatting on the other, bent leg. Repeat several times on alternate legs.

Exercise to help posture: Stand erect and alert. "Pull in" the abdomen as far as possible. Clasp hands back of the neck. Slowly raise hands up—and forward—and down, until the arms are straightened in front.

Exercise to develop the chest, to help posture: Stand erect, "pulling in" abdomen, straightening the neck. Stretch arms out to sides—rapidly circle arms backwards fifteen or twenty times. (Cont'd on page 86)

PHOTOGRAPHED BY GJON MILI

THE DOCTOR LOOKS AT COSMETICS

Cosmetics can benefit the skin . . . says a New York dermatologist

WHEN munition plants take time out from the grim business of war to see that women workers keep their noses powdered, you may be sure it's not a frivolous gesture. When industries go to the trouble of installing cosmetic bars, they're not encouraging coquetry, but production. It's not æsthetics they're after, but efficiency. Not allure, just an Army-Navy E.

Science has been turning an inquiring eye on the dressing-table, and quietly knocking the old fallacies about cosmetics into a cocked hat. In the heyday of hair-shirt psychology, make-up was frowned on, the theory being that anything that looked so nice must be slightly naughty, and women were warned that perfume and powder were the first steps to perdition. When the spiritual big stick failed, they tried the physiological, and women were threatened with dire results to their skins if they persisted in using "all that powder and paint."

Vanity, it turned out, was destined to be vindicated in chronological order. The psychiatrists, whose primary concern is the complexion of the soul, were the first to point out the connection between the mirror and the mind. Now medicine is putting a stamp of approval on the use of cosmetics as a health measure.

They find that foundation creams (particularly those with an oil base) play an active part in preventing skin affections, act as protective agents, buffers between the skin and wind, sun, and grime. That's why industrial plants are urging their workers to use heavy films of protective cream and powder to shield their skins from the hazards of flying particles and gaseous substances. So important are these in promoting health and efficiency that in England munition plants issue the cosmetics gratis, make their use mandatory.

THESE are the self-same preparations that in the more normal activities of a woman's life protect her skin from the drying effects of steam-heat, from inclement and harsh weather, and from the grime that lies in wait for exposed pores. To the lipstick, that insigne of gallantry, that fragrant crayon with which women make their mouths brave, lovely, and desirable, goes a special share of the medicos' kudos. They point out that fewer women than men suffer from cancerous growths on the lips, ascribe it to lipstick's protection.

Thanks to the fine work of the Food and Drug Administration, the supervising eye of the Federal Trade Commission, and the thoughtful, whole-hearted cooperation of the cosmetic industry, today's cosmetics are not only fragrant and flattering, but free from harmful ingredients. In both face powder and rouge, for instance, manufacturers have gradually discontinued the use of lead, mercury, barium sulphide, and orris root, because many women are allergic to them.

Properly used, cosmetics contribute to skin health, but it is important to remember that the methods of skin cleansing play an important part in their efficacy. The proper cleansing of the skin depends entirely on its physiological temperament: dry, oily, normal. There are many people who still labour under the delusion that soap is a more *natural* cleanser than cream.

ACTUALLY, of course, soap is just as much a cosmetic as cream. The use of soap and water helps prevent local infections and is especially efficacious for oily skins, as it acts as an astringent. Dry skins thrive on a diet of cleansing cream, and middle-of-the-road normal skins may use a combination—cream one day, soap the next. For dry skins, the use of emollient creams is recommended to counteract the tendency to excessive dryness.

The problem of excess or deficient or unwanted hair is one to which the doctor has given considerable attention. The interrelationship of the glands of internal secretion responsible for the personality of the individual has been the source of the most recent studies of hair growth. The permanent removal of superfluous hair must be done judiciously, the only safe methods being electrolysis or electrodesiccation, which consist in destroying the roots with an electric needle.

There is no doubt that this war, as did the last, will result in great strides in facial surgery. But there are many miracles that the facial surgeon can work today, many scars and discolorations he can remove, not only beneficial to the individual's appearance, but to her entire outlook on life, her success and happiness.

Study in White (opposite)

White—or it couldn't be summer. More white than ever—or it wouldn't be this summer. The flowers in your hair, the dress you wear on a town or country terrace—white! What better background for the pink of health; foreground for the fresh approach? Honeysuckle-and-bouvardia head-dress and real jewels are Bergdorf Goodman Originals

PHOTOGRAPH BY RAWLINGS

HORST

PICTURE OF HEALTH The year to look tan, hardy, healthy—alive, awake, aware. You're as good as you feel. See your doctor twice a year, the beach as often as you can, and why not let others see you in a suit as wide-awake as you feel? Of Heller rayon jersey. Trunks have sarong drapery which wraps around with Polynesian aplomb. Much less fabric than the law allows catches Vitamin D. $10. Saks Fifth Avenue; Neiman-Marcus; Ransohoffs

FINISHING SCHOOL FOR LEGS

WEATHER permitting—and it soon *will* be permitting—you may want to bare your legs and go in knee-deep for make-up. Using substitutes for a sun-tan that you won't have time to acquire; improvising for stockings that you'll want to conserve. And, best of all, you can earn a fine tan, and/or make your stockings by hand in five well-applied minutes. But first, a few lessons in leg art.

There are two general types of leg make-up: the transparent and the opaque. And each has a different purpose. The transparent is a clear liquid stain that colours the skin, fakes a tan, and lets some of the sun's rays seep in. The opaque, however (usually an emulsion), is actually the liquid nearest-of-kin to stockings. It has no intention of feigning a "natural" tan—its finish is velvety...fabric-like.

PRACTISE makes perfect, and it also makes stockings, so experiment with leg make-up before you schedule a Main Event. Sit on the edge of your bathtub —so!—with a palmful of liquid, and stroke up-upwards, quickly, from your foot. Speed is essential—long, even strokes mandate. If you work with a generous-enough handful of liquid, you'll get the right blend, right away. (And never-mind patching, afterwards.) Be careful to avoid smudging your just-made-up legs—treat them as carefully as you treat a drying manicure. Fine for rainy days and a boon at the beach are the make-ups that are water-repellent. But when you take these off, you'll use *soap* plus water—preferably, under a shower. A bathtub spigot can pinch-hit for a shower, though, if you let the running water wash over your legs. It takes less time to wash off your leg make-up than it does to rinse out real stockings.

YOU can be as colour-conscious when you choose bottled stockings as you are when you buy the Real Thing. This year there will be not only sun-tan shades, but also colour-replicas of the several most popular shades of stockings of the past few summers. If your stocking supply is on its last legs, you'll need a complete wardrobe of make-up (three shades will do it). Then... decide on costumes, choose leg make-up accordingly. Buy one shade for country-tan, two for city streets.

WHETHER you just dabble in leg art or go in for it seriously, you'll have to put in some time on the fundamentals—on preparing a smooth surface for make-up. Use a depilatory, wax, abrasive, or whatever method you like—but use it regularly. Even the most laborious make-up will wind up looking like an obvious fraud if you simply gloss over fuzz.

Winter has a way of drying out skin. So treat your legs to a good going-over with an emollient cream or lotion. Unless your legs are smooth, your stockings (real *and* otherwise) are likely to snag when you put them on. Too, creaming will condition your legs for whatever sunning you're able to catch this summer. If your skin isn't parched, you'll be less likely to scorch, more likely to tan quickly and evenly. Don't forget to take care of your complexion—right down to your pedicure. With shoe rationing, you're apt to stretch your shoe-wardrobe by wearing more sandals and play-shoes than ever before. So pay heed to pump bumps and heel calluses—they'll be obvious in opened-up shoes.

WITHOUT stockings to pull them in, without seams to slenderize them, your legs may look larger in pseudo-stockings. Remember that good posture is a leg-straightener—so concentrate on a plumb-line stance. Too, since foot heat expands ankles, and ankles expand legs, use cooling foot lotions regularly. And make a habit of running hot and cold water alternately over your ankles. Also, pivoting your feet in circles, rolling Coca-Cola bottles under your feet, resting with your legs elevated are anti-girth measures.

HORST

BAREBACK BEAUTY

YOU may feel about these two bare back dresses as you do about twins when you first see them.... Both short, cotton, bare. But—as with most twins—when you know them, they are as different as day and night. Above, the day version: to wear to the beach, around your country house, to the village with a jacket. While, opposite, is a striking evening dress to wear at home with your most soignée coiffure. The daring Bare Backs may well be the backbone of your summer wardrobe.

• Opposite: The black halter top; $10. Evening skirt of checked Galey and Lord cotton, brilliant red belt; $15. Lord and Taylor; Jordan Marsh; Carson Pirie Scott.

RAWLINGS

JUST HELP YOURSELF

THE beauty salons have been too good to us. Too good, too quick, and too inexpensive to miss. But this summer, many of us will be marooned in country houses, or living in far-flung Army posts, or hampered by the odd hours of a war job—and the beauty salon may become just a great, big, beautiful, unattainable mirage. So—it might be handy to learn to be handy about such beauty fundamentals as hair-washing, hair-setting, nail-lacquering, facials, and all the other shop-sent boons. It takes a little practice, and a little knowledge to do a satisfactory job. But it's worth while setting up your own, home-made salon, about once a week, in a private, sunny corner (in the garden, or, as shown here, on a city terrace) and rediscovering the fun of helping yourself to beauty.

Do what the salon does for you—telescope several treatments into one session. Hair-washing might be the first step. But before you wash your hair, take care of any scalp condition you might have. Use your tonic or salve, and massage your scalp with strong, sure strokes of your fingers. Always give your hair a brisk brushing before washing it. If your hair is brittle from over-bleaching, over-permanenting, or over-sunning—use a soapless shampoo, or a cream shampoo. For normal hair, it's usually easier to use a prepared liquid shampoo than a cake soap. If you have to make your own liquid shampoo, put some cut-up soap (a good, simple, mild soap) in water, and melt it over medium heat, in a saucepan.

Give yourself at least two good soapings, and about twice as many rinsings as you think you need. A soupçon of vinegar in the last rinse will make your hair softer, easier to handle, later. And a dash of lemon in the rinse will help bring (Continued on page 89)

PHOTOGRAPHS BY HORST

OPPOSITE: She finds a home-made facial relaxing on a summer's sunny morning. LEFT: A self-assured manicure and a pedicure are wangled in succession, while the massage cream is left on. It's fun, and easy, as you read above. These pictures were taken on the roof of Princess Gourielli's New York house

VITAMIN D

The less suit, the more sun; the more sun, the more Vitamin D. *First:* SeaMolds suit by Flexees, of Cohama Sunmaker rayon jersey; Altman. *Second:* Maillot with shirred front—Cole of California suit at Saks Fifth Avenue. *Third:* Indian cotton suit. Clare Potter design at Bonwit Teller.

PEOPLE ARE TALKING ABOUT...

PEOPLE Are Talking About... The astringent indignation of the healthy Press on the question of their planned exclusion from various international Conferences... The secret liaison of the lovers of old-fashioned imperialism... The punch of truth in the two great war films, both documents—"Desert Victory," showing the British at war; "One Day of War," showing the Russians... Wendell Willkie's book, *One World,* the surface travelogue of his trip, combined with his seasoned convictions for the future—when he met Lieutenant-General Dmitri D. Lelyushenko, Commander of the Red Army north of Rzhev, he asked how large a section of the front the General was defending. Through an interpreter, the offended General answered, "Sir, I am not defending, I am attacking"...

PEOPLE Are Talking About... The extraordinary nuance in the acting of twelve-year-old Skippy Homeier, as the Nazi child in the new, throbbing melo, "Tomorrow the World"... The photographs of Herbert Matter at the Matisse Gallery, bold but not tricky, warm and lovely... The tulle enchantment that Claude Alphand throws around her sad French songs at the "Blue Angel"... The new movie, "Mission to Moscow"... The Dali show at the Knoedler Gallery, where his new portraits look like a demoniac mixture of Underwood and Underwood photographic realism, Kraft-Ebbing, and superb Italian Renaissance draftsmanship... "Oh, What a Beautiful Morning," one of the exquisite songs that Richard Rodgers wrote for his "Oklahoma!" score, the best complete score since "Show Boat"...

PEOPLE Are Talking About... The Picasso painting, "The Dream," at the Rosenberg Galleries—a woman serene in a red chair, exciting in colour, calm with the breadth of great painting... The apparently endless seesawing over the Ruml Pay-As-You-Go Plan, with Congress behaving like the King's Daughter in the old enigma, *The Lady or the Tiger?*... The growing emergence of Herbert Hoover, and the pressure groups forming like a scattered rash behind him... Sinclair Lewis' slashing about in his new book, *Gideon Planish,* a witty, rough, bludgeoning of philanthropic rackets, memorable mainly for the character of The Talking Woman, Winifred, of whom he wrote: "It was not that Winifred talked more than these celebrated men might have, for no one can talk more than one hundred per cent. But she could talk down talkers. She could put into her dinner offensives an assurance and a demand for attention that made forty minutes of her feel like the entire voyage of the Ark. She was so powerful that she could convince anyone at all of the exact opposite of whatever she maintained, including the man from whom she had lifted her ideas in the first place"...

← *Mrs. W. Palmer Dixon (opposite)*

Mrs. Dixon, beside the Gérard portrait of "La Reine Hortense," wears a modern version of her Regency coiffure—re-created by Elizabeth Arden for the current loan exhibition, "Fashions in Head Dress, 1430-1943." This show of paintings, photographs, and wigs at the Wildenstein Galleries is for the benefit of the New York Infirmary for Women and Children.

PHOTOGRAPH BY HORST

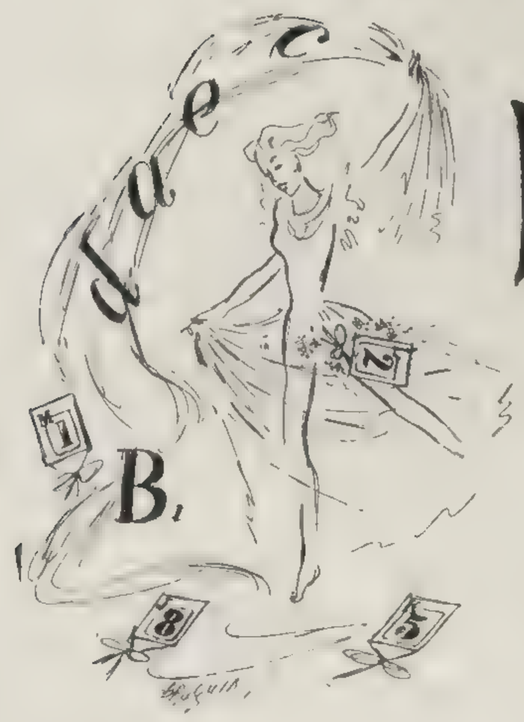
HORST

Mrs. Desmond FitzGerald parallels the eighteenth-century Drouais portrait of Mlle. de la Forge with her high-curled coiffure, arranged by Antoine of Saks-Fifth Avenue, above Sophie's ruched dress, for the "Fashions in Head Dress" exhibit at Wildenstein

RAWLINGS

Mrs. William Rhinelander Stewart in an enchanting rose-trimmed straw bonnet inspired by the great Edouard Manet canvas, "Le Printemps." The Bergdorf Goodman hat and the painting are in the current exhibition for the New York Infirmary

NEW DIET...GOOD AND LEGAL



Checked for rationing by the O.P.A.
Checked for food values, with charts of the Government's Bureau of Human Nutrition.
Checked for skin beauty...checked for weight maintenance by a physician

	SUNDAY	MONDAY	TUESDAY
BREAKFAST	Grapefruit Tea or coffee Finnan-haddie cooked in milk Toasted bread with butter	Orange-juice Tea or coffee Whole grain cereal Toasted bread with honey	Orange-juice Tea or coffee Whole grain cereal Toasted bread with grape jelly
LUNCHEON	Cream of celery soup Roast chicken with stuffing Purée of broccoli Broiled tomatoes Toasted brown bread Baked bananas* with orange and wine sauce	Clam broth Casserole made with rice and chicken Popovers Apricots and cream-cheese Milk	Clam-juice cocktail Alligator-pear, lettuce, and hard-boiled egg salad with Russian dressing Whole canned peaches with raspberry-jam sauce Milk
DINNER	Shrimp cocktail with mustard sauce Eggs Chimay English muffins with honey Raw apple and Brie cheese* Milk	Thin mushroom soup Boiled tongue Horseradish sauce Velouté of chicory Scalloped potatoes Crescents Strawberry soufflé Sponge-cake	Apple soup Spiced crabs Braised endive Watermelon pickle Browned mashed potatoes Toasted whole wheat bread Custard and maple syrup

ON PAGE 100, EXPLANATIONS...

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Grapefruit Tea or coffee Whole grain cereal Toasted bread with honey	Orange-juice Tea or coffee Whole grain cereal 1 boiled egg Toasted bread with apple butter	Orange-juice Tea or coffee Whole grain cereal Toasted bread with marmalade	Orange-juice Tea or coffee 1 boiled egg Whole grain cereal Toasted bread with grape jelly, marmalade, or honey
Carrot soufflé Cole slaw and water-cress salad Camembert or cottage cheese and crackers Milk	Shirred eggs and courgettes Soda biscuits Beet salad and cottage-cheese Grapefruit and honey, heated under a flame Milk	Whole broiled mushrooms with plain omelet Macaroni hearts Corn sticks Apple and celery salad with Bleu cheese* Milk	Fish soup Whole wheat biscuits Vegetable curry Brown Betty and hard sauce Milk
Vegetable soup Roast fresh pork, applesauce Baked potato, stuffed with potato and celery Salt sticks Orange-lemon-lime jelly dessert	Pea and ham-bone soup Tongue and chicken mince, spiced pears Brioches Spinach and beet greens Pancakes with rum sauce	Vegetable soup Creamed haddock New potatoes Asparagus with special non-butter sauce Toasted rye bread Prune whip	Thin asparagus soup Pork pie Fried spring baby onions Whole wheat muffins Strawberries and rhubarb stewed in honey

*Alternatives will be found on page 100, if these are not obtainable

To feed your interest and foster your beauty, to keep your weight constant, to keep you fit—these 21 menus were devised with the ration points allowed a family of four. This is the diet for normal adults. Children and hyperactive adults need one more pound of potatoes weekly—and the unhappily plump should check these menus against calorie charts. (See page 100)

RECIPES FOR THE BASIC DISHES IN THE MENUS LISTED ABOVE

HORST ·

1

2

3

Black Aces

These are the little dresses that *don't* "take wearing." Pretty, feminine, becoming to all—but the glum. Cool as the shadowy side of the street. Demure or worldly... depending on you and your hats. (Dutch caps by John-Frederics.) This summer deal yourself one Black Ace.

1. Pretty ruffle-neckline rayon crêpe. Buttons-like-pearls. A Carolyn Modes design, $25. Arnold Constable.

2. Slim black rayon crêpe buttoned with sparklers from neck to hem. A neat cravat tie. $30. Bonwit Teller.

3. Fine details: effective side-draping that leads to a bow at the hip. Black rayon crêpe. $30. Bonwit Teller.

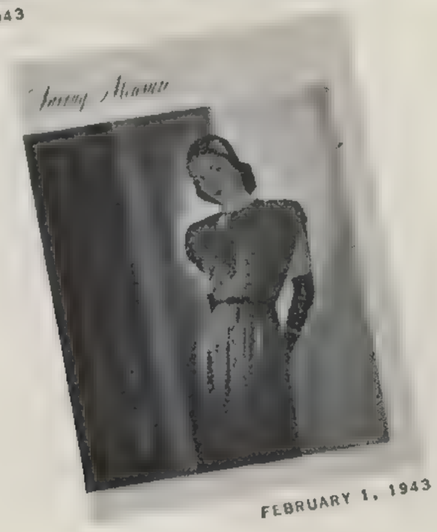
4. Side shirring can be a great compliment. So can a wide neck-line. Rayon crêpe. $35. Jay-Thorpe.

← OPPOSITE: Flaring, flattering sheath dress of black rayon crêpe. Carolyn Modes design. $30. Arnold Constable; Mandel Brothers; H. P. Wasson & Co. Photographed by Horst at Princess Gourielli's New York house.

FOUR PHOTOGRAPHS BY LUIS LEMUS

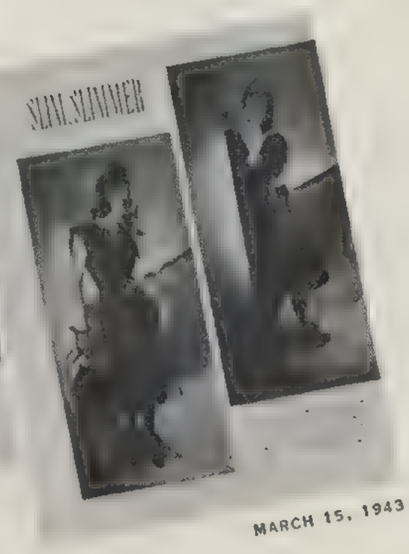
The Narrow Look

VOGUE, FEBRUARY 1, 1943



FEBRUARY 1, 1943

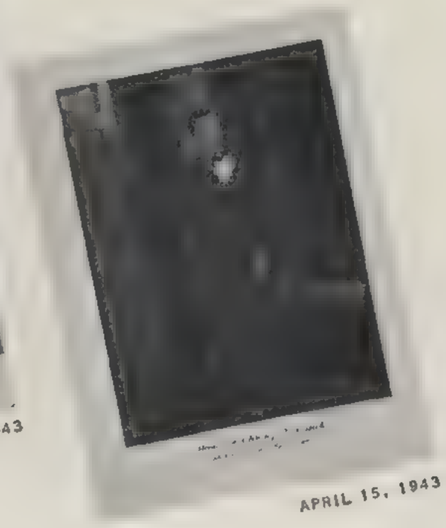
FEBRUARY 15, 1943



MARCH 15, 1943

APRIL 1, 1943

APRIL 1, 1943



APRIL 15, 1943

It's a little more than a year now since L85 went into effect. On April 8, 1942, the scissors first began to slash. Since then, by conservative estimate, at least twelve or fifteen million yards of fabric have been saved.

That's a good beginning—a fifteen-million-yard saving. But the fashion world is going to better the record this coming year—step up the savings appreciably. Voluntarily, designers are using much less fabric than the law allows—for the narrow look is a look that women want.

Straight and narrow silhouettes have gone straight to busy women's hearts. Anything else seems to clutter up one's activities. No one misses a single inch of all that fabric saved. Clothes today are prettier (and more practical) than when the sky was the limit.

At the left are several of the most widely admired, narrow-minded fashions that have appeared in Vogue in the last few months: The shoestring silhouette that came from Britain; the simple slip of a dress with short cap-sleeves ("ration sleeves") that is a nation-wide "Ford"; the short dinner-dresses that are a fixture in our lives; the needle-narrow chemise dresses that are almost a civilian uniform. And last is a photograph of Madame Chiang Kai-shek in her Westernized Chinese dress that has revived a whole series of clothes in the Chinese idiom. You'll see three in this issue.

Definitely here to stay is the narrow look. On the next four pages, you'll see several new chapters for summer. Cool, simple, short-sleeved, fabric-saving dresses for day, afternoon, and evening.

For early summer days, there's a new version of the chemise dress—a guileless "little-girl" dress with a Peter Pan collar, bow tie, brief sleeves, and patch pockets. For late afternoon, there's a sheer silk sheath topped with a straight Chinese jacket in black-and-brown plaid satin. For evening, there's a short black dinner-dress, a simple slip of a skirt topped with filmy net and lace. And a long-skirted, pencil-slim dress of black crêpe, which can be metamorphosed again and again with a different belt, peplum, sash, or bustle. Dresses go on getting slimmer and slimmer—but mercy, so do we!—keeping ourselves as busy as we should.

• MORE OF "THE NARROW LOOK" ON THE NEXT 4 PAGES

LESS-THAN-THE-LAW-ALLOWS, TRAINA-NORELL'S SILK FAILLE. BONWIT TELLER; MARSHALL FIELD; I. MAGNIN

ERIC SKETCHES VOGUE ARTIST, JEAN PAGÈS, FRENCH OFFICER-CANDIDATE BOUND FOR FORT BENNING. THE GIRL WEARS A BLACK-AND-BROWN PLAID SATIN JACKET OVER SHEATH-SLIM BLACK. BERGDORF GOODMAN ORIGINAL

LEFT: NARROW AND A LITTLE NAKED—BLACK NET AND LACE TOP, SLIM SKIRT. HATTIE CARNEGIE ORIGINAL. RIGHT: NARROW SATIN SKIRT, BOLDLY DRAPED. SNUG BLACK SILK JERSEY BLOUSE. FALKENSTEIN ORIGINAL

MAINBOCHER'S SLENDER THEME IN BLACK SILK CRÊPE. ADD AN APRON, BELT, OR—AS HERE—FRINGED BUSTLE

Visitin' OREGON STYLE

By Kay Swift

Notes on a Western pastime—by a lady who, four years ago, was a confirmed New Yorker—who directed incidental music at the World's Fair—wrote the score of the show, "Fine and Dandy." Now the wife of a rodeo rider, she lives on an Oregon ranch. Here, an excerpt from her new book, "Who Could Ask For Anything More."

"VISITIN'," a habit which has central Oregon and, for all I know, the entire West in a grip of steel, is not what I thought it was. Back home in the East, it means spending one or more nights in someone else's house, but out here it is something quite different. Any casual conversation with a person you meet unexpectedly comes under the heading of visitin'. It can last anywhere from a quarter of an hour to a dog's age, and to anyone who like myself has worked in radio, where time is an essential factor, a little practice is required to get used to it.

Curiously enough, visitin' holds the right of way over appointments and errands; even illness gives way to it. Women stand around shops after their purchases have been made, visitin' with the salesman; hair-dressers abandon the pin-curls of customers to visit with acquaintances who happen in; barbers stand in doorways visitin' with passers-by. Everybody in this country visits, and not to do so is to appear snippy, high-hat, generally objectionable.

It took me two years to grow reconciled to visitin' after the prestissimo tempo of New York living. Two years, and a flock of my favourite magazines with which to read myself into an agreeable frame of mind, so as not to growl at Chris when he returned, smiling and happy, from an unexpectedly protracted bout of visitin'. For it was through my husband that I first became aware of the almost universal custom.

"Hurry up, Buckshot, step on it!" he would shout from the car, while I struggled to find bag, jacket, and Stetson. I would leave the house on the run, throwing myself into the car, and we would take off with a roar, only to stop perhaps within five minutes. "There's old Gus Barrow," Chris would remark with a chuckle, "I'll just say hello to him."

Gus would have stopped his car, you could bet on that. Either he or Chris would saunter over to the other's car and lean in, grinning broadly.

"What do you say?" was the usual opening, and it still is. Visitin', in its early stages, is as formal as a game of chess. There are two accepted rejoinders to this query: "Can't say it," which has a defeated sound to me; and another, equally negative, "Not much." All the first year I waited for someone to tear in, after that opening move, with some flashy statement such as, "I've just pulled the dirtiest trick *you* ever saw on a guy," or, "My wife is pregnant again," but my flapping ears have never caught any but those phrases, "Not much," and "Can't say it." A wasted opportunity, for my money.

The next few sentences are apt to be about the weather, for ours is a farmers' community and the subject is far from perfunctory. "What do you think of this rain?" (Or "this heat" or "this drought.")

"Not too bad. You doin' any good?"

"Oh, could be worse," might be the answer, if the speaker is doing very well indeed. If conditions are miserable, he may go so far as to say, "Not a damn thing," or, if he wants to play it extra safe, he can always return to "Not much," which leaves us just where we started. After the usual ten minutes of piddling about, Chris may remark in an offhand way, "You don't happen to know where a man can steal a good buzz-saw, secondhand, do you?" This might be the real reason why he stopped to see old Gus, but you can never be sure. Gus, too, may have an ax of his own to grind. "What'll you take for that little sorrel I seen you ridin' yesterday?" he may ask, spitting on the ground to give an effect of lazy indifference. It is all rather like the interviews one reads about between Chinese businessmen, except that Oregonians don't inquire so elaborately for the health of each other's relatives.

Sometimes visitin' is only the curtain-raiser to a far more important activity, "tradin'." That is the time for bystanders to open up *The Wandering Jew*, in seven volumes; or, at the shortest, *Jean Christophe*. For boys can grow up and, it has been said, graduate from college in the time it takes two traders who really put their hearts into their work to reach any sort of agreement. And as the chances are that both men are more single-heartedly happy than at any other moment of their lives, it is a pity to shorten the delicious episode by seeming to hurry them along.

Speculation about the war has, of course, become a major feature of all conversation during the past months. But your true visitor touches upon that only in a superficial and somewhat stylized way; the main object of the pastime is, after all, to escape reality. So his favourite type of remark is apt to be something like, "What class you in? Three-A? Well, I guess (Continued on page 96)

In 1866, the well-formed chorus of "The Black Crook" started the craze for tights. The ladies in the audience were sharp-tongued... the gentlemen, sharp-eyed

THE BIRTH OF BURLESQUE

In the shocking '60's the "British Blondes" introduced Burlesque—but they wouldn't recognize it now

BY FRANK CROWNINSHIELD

THERE are portents, over Broadway, to indicate that Burlesque, that rowdy but none-the-less ancient and honourable theatrical art form, is once more coming into its own. Not, perhaps, the Burlesque of the innocent 'Sixties, as it was revealed to us by the three English ladies who smile at us from this page, but as it took definite form in America during the first quarter of our century, before the indecent and abominable strip-tease was ever engrafted upon it.

Two of the current omens, in particular, are worth noting. First, the extraordinary success of "Star and Garter," an out-and-out Burlesque show in which Gypsy Rose Lee and the audacious Bobby Clark are rounding out a full year's run at the Music Box.

The second happy portent is Hunt Stromberg's new moving-picture, "Lady of Burlesque," a film avowedly based on Gypsy Rose Lee's literary *chef-d'œuvre, The G-String Murders*. Starring in it—and very properly—is Barbara Stanwyck, whose initial theatrical rôle was (and it can hardly be forgotten) that of a Burlesque queen, in the play called "Burlesque," which, fifteen years ago, blossomed here under Arthur Hopkins' hand.

The success of "Star and Garter" goes to prove that Burlesque, with its hallowed, age-old "bits" (among them the comic's entanglement with the irate husband; the magical love-charm; the sportive and amorous judge, all of which are utilized in "Star and Garter"), can be as excellent, or as execrable, as the authors, producers, actors, and costumers, among them, decide. With the form itself, there has never been any quarrel. It is only in a faulty or vicious treatment of it that the harm can be done; just as a good Renaissance building may, because of corrupt ornamentation, become a most deplorable example of baroque art.

The American Burlesque show came, a little nebulously, into being, in New York, on September 12, 1866, when ladies' legs were first revealed to public view, in a spectacle called "The Black Crook," which was produced at Niblo's Garden, on Broadway. In that sensational extravaganza the "Can-Can" was first introduced to New York, while, as if that were not enough, the brazen members of its chorus appeared, quite openly, in tights. Four of those daring young ladies can once more be seen, in their horrifying *déshabillé*, on the opposite page. But, despite the "Can-Can" and shapely legs and the angry protestations of a horrified press and clergy, "The Black Crook" prospered so mightily that revivals of it appeared, the country over, for more than twenty-five years.

It was not, however, until two years after "The Black Crook" that present-day Burlesque—thanks to an English company calling themselves "The British Blondes"—commenced to assume a more precise and standardized form in America. The sensational Blondes made their first appearance here on September 30, 1868, in a (Continued on page 83)

Eliza Weathersby—in 1868, a stately attraction of the "British Blondes"

Pauline Markham—in "The Black Crook" she evoked many a "Huzza!"

Lydia Thompson—Blond and British; she brought Burlesque to America

Alfred Hitchcock directs the Young Edna May Wonacott

FORTY-FOUR-YEAR-OLD HITCHCOCK SHOWING A HAPPY WALK, A TURN, A WAVE, A SKIP:

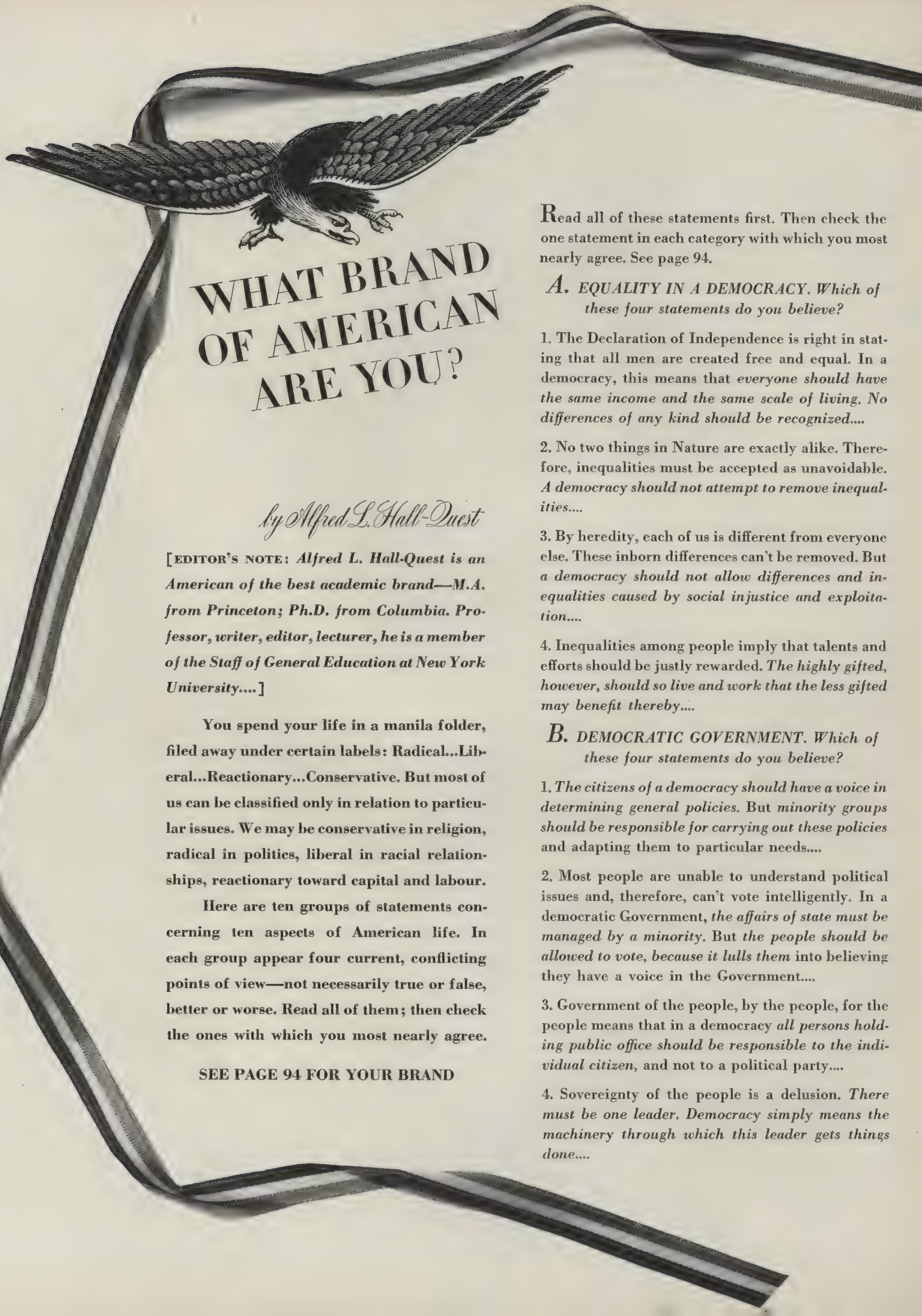
EDNA MAY WONACOTT COPYING HITCHCOCK FAITHFULLY, HIS TIMING, HIS TURNS, HIS GESTURES:

GJON MILI

Hitchcock pictures are projections of Hitchcock acting, of Hitchcock skipping along, crying, gay, morose. England's suspense expert, he brought to Hollywood an outsize reputation, matching his global body, for directing such decorous shockers as "The 39 Steps." His latest is "Shadow of a Doubt." But Hitchcock does more than direct; he plays every part. Across his heavy face flickers the lightest shade of emotion, his hands take a Madonna gesture, his legs the bounce of a ten-year-old. Here he shows a ten-year-old, to whom skipping is native, how to skip, how to cry.

HITCHCOCK WEEPING, MANIPULATING HIS HANDKERCHIEF.

WEEPING ALMOST IDENTICALLY, MANIPULATING HER HANDKERCHIEF.



WHAT BRAND OF AMERICAN ARE YOU?

by Alfred L. Hall-Quest

[EDITOR'S NOTE: ***Alfred L. Hall-Quest is an American of the best academic brand—M.A. from Princeton; Ph.D. from Columbia. Professor, writer, editor, lecturer, he is a member of the Staff of General Education at New York University....***]

You spend your life in a manila folder, filed away under certain labels: Radical...Liberal...Reactionary...Conservative. But most of us can be classified only in relation to particular issues. We may be conservative in religion, radical in politics, liberal in racial relationships, reactionary toward capital and labour.

Here are ten groups of statements concerning ten aspects of American life. In each group appear four current, conflicting points of view—not necessarily true or false, better or worse. Read all of them; then check the ones with which you most nearly agree.

SEE PAGE 94 FOR YOUR BRAND

Read all of these statements first. Then check the one statement in each category with which you most nearly agree. See page 94.

A. EQUALITY IN A DEMOCRACY. Which of these four statements do you believe?

1. The Declaration of Independence is right in stating that all men are created free and equal. In a democracy, this means that *everyone should have the same income and the same scale of living. No differences of any kind should be recognized....*

2. No two things in Nature are exactly alike. Therefore, inequalities must be accepted as unavoidable. *A democracy should not attempt to remove inequalities....*

3. By heredity, each of us is different from everyone else. These inborn differences can't be removed. But *a democracy should not allow differences and inequalities caused by social injustice and exploitation....*

4. Inequalities among people imply that talents and efforts should be justly rewarded. *The highly gifted, however, should so live and work that the less gifted may benefit thereby....*

B. DEMOCRATIC GOVERNMENT. Which of these four statements do you believe?

1. *The citizens of a democracy should have a voice in determining general policies.* But *minority groups should be responsible for carrying out these policies* and adapting them to particular needs....

2. Most people are unable to understand political issues and, therefore, can't vote intelligently. In a democratic Government, *the affairs of state must be managed by a minority.* But *the people should be allowed to vote, because it lulls them* into believing they have a voice in the Government....

3. Government of the people, by the people, for the people means that in a democracy *all persons holding public office should be responsible to the individual citizen,* and not to a political party....

4. Sovereignty of the people is a delusion. *There must be one leader. Democracy simply means the machinery through which this leader gets things done....*

C. *RACIAL RELATIONSHIPS. Which of these four statements do you believe?*

1. Assuming that there is a superior race—*this superior race should rule, provided that it allows all other races to develop* according to their respective abilities, and provides them political protection....

2. *There clearly is a superior race. This race should rule;* other races should recognize its authority....

3. History shows *that some races have possessed superior powers to rule* and to advance. *Such races should provide conditions favourable to the advancement and welfare of all other races....*

4. *There is no superior race.* Therefore, regardless of race, creed, or colour, *all individuals within a democratic state should have equal rights* and opportunities....

D. *OBEDIENCE TO LAW. Which of these four statements do you believe?*

1. Citizens should obey all laws that are vital to the freedom and happiness of the whole people. But *when minor laws conflict with a citizen's conviction or conscience, it is his duty to disregard such laws....*

2. Citizens have the right to *ignore laws which enlightened understanding has found to be false....*

3. *Citizens should obey all laws* whether they like them or not....

4. Intelligent citizens obey all laws. *But they should take steps to repeal those laws which seem unjust and unwise....*

E. *FEDERAL CONTROL. Which of these four statements do you believe?*

1. If the United States is to be an integrated nation and not a mere collection of local Governments, there must be a *strong central Government with full control* of all matters pertaining to national solidarity....

2. The central Government should have *oversight* of the nation as a whole, and of its particular sections. But *such supervision must be in cooperation with the sections concerned....* (Cont'd on page 90)

"...and the fragrance remains."

When Kay Francis, Carole Landis, Mitzi Mayfair, and Martha Raye made their tour of the Fighting Fronts, they reported that their audiences hungered for the scent of perfume, so that the actresses conserved their small supply by wearing it only at performances where the soldiers crowded around the little platforms, the backs of trucks, the gun-emplacements...wherever the show went on. The actresses' perfume was the shortest route home for the boys.

The shortest distance between two points in time—"now" and "when"—is scent. Smell violets, and remember your first recital when you played the *Élégie* with trembling fingers. Smell a tearose, and remember the little thatched basket of pink buds by your bed the first morning the nurse brought in your new baby. Smell a biscuit. Smell a train. Smell lilacs or first freesias or tobacco in tweeds. Instantly the curtains gather back, and there is a complete memory for you in full colour.

Perfume is real magic. Like the enchanted stone that Aladdin snatched from the turban of the great idol, which could instantly mirror scenes around the world—perfume can take you half-way 'round the world *and* as far back as you like. Perfume is the acquired means of sealing identity. The timbre of your voice, the way you walk, the colour of your eyes are You... and so can a wonderful perfume mean you, if you are faithful to it. Some women feel this so keenly that they will no more change their perfume than they'd change their given name.

Perfume's first function has not been to build a kind of immortality, but simply to make its wearer more attractive. That's why High Priests, out to soothe an impatient god, anointed themselves. Why a lovely girl to-day rushing to have lunch with her beau turns back for just a dash ...or just a spray...of perfume. Perfume is the surest aura you can weave for yourself. It is important incidental music to your personality. The talisman that can help you bridge time and space with your love. Since, with every month, the precious supply of irreplaceable imported essential oils in this country ebbs a little...there are a few recommendations you might adopt to make the personal store of perfume which you already possess last and last.

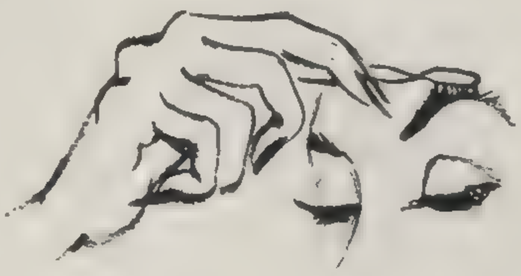
Perfume being tenuous as mist...can escape forever from a bottle once opened. Use only one perfume until it is gone. Keep your other bottles well-sealed. Spell your perfume out to many times its effectiveness by supplementing it with colognes, powders, and soaps of the same fragrance. Wear the perfume you do use, as you'd fasten on your jewels after you've dressed. This summer—the most enchanting way to wear your favourite flower perfume is to match it to the flower. And wear them both. A rose in your pompadour with a rose-perfume...match lilacs with lilacs...and the fragrance and the memory will remain...

ANNA LEE, British cinema actress, wears a long dinner-at-home dress for summer. It has a place at home where you have no more complicated transportation problems than moving from the dining-table to the terrace—just as the short one has its place when you are dining out. This one...straightforward as a Doric column, in two colours—sky-blue and sky-blue pink—is of Enka rayon crêpe. $40. From Henri Bendel; Marshall Field; Harzfeld's. Jewels by Paul Flato

PHOTOGRAPH BY RAWLINGS

How to make a face

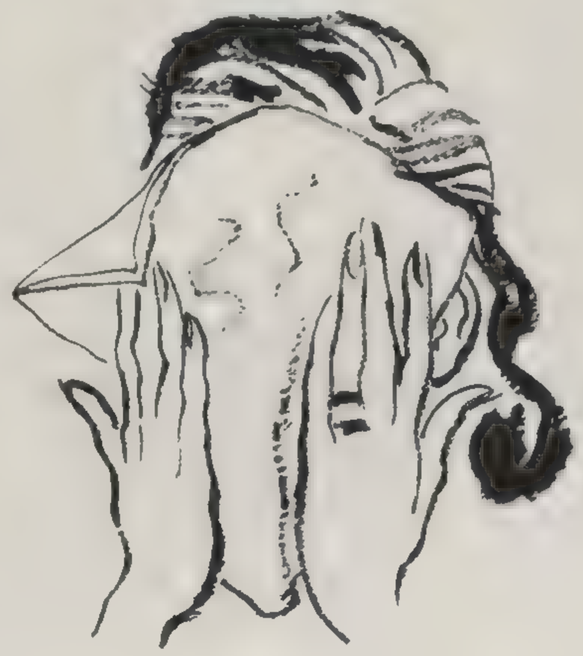
To too many women, "make-up" means just this: powder-and-lipstick. Trouble is—most of these many are not pretty enough to warrant such a casual attitude. For faded eyes (for instance) can borrow brilliance; a sallow skin can assume a glow; an unattractive mouth can be glossed-over. But it means using several cosmetics—and it means experimenting with them, to get your own, personal best out of every bottle, box, and jar. To show you what we mean—we asked Eddie Senz, the movie make-up magician, to pull a few cosmetic rabbits out of his inexhaustible and authoritative hat. Here are some rewarding and unstandard things to do with standard beauty-aids...



Eyes deserve much more attention than the "I-just-use-powder-and-lipstick" girls give them. First there's the position of the eyebrows. Most eyebrows are too close together—so use your tweezers, not only to pluck strays, but to take ⅛ to ¼ of an inch away from each eyebrow, widening the space between them.... When trimming your brows, always pluck from beneath the brow, never above it; the higher the brow over the eye, the better frame it makes...

When pencilling the eyebrows use black *and* brown pencils. This gives an uneven, natural colour. Pencil the line a little above the brow, and brush the hairs up to meet your artificial line.... And about eye shadow: if you're fair, and blue-eyed, try a deep grey shadow. What you're striving for is an accent to your pastel colouring. Grey will give it to you more than the usual blue—which is just another pastel...

Here's an eye trick that takes practice, and takes time—and is definitely worth both. The idea is to make your eyelashes look dark at the roots—where you can never get mascara, and where darkness is most needed to give depth to the colour of the eyes. So: brush a little vaseline at the edge of the eyelid. Then put a line of eyebrow pencil across the roots of the eyelids, forcing a little colour between the hairs. Then wait a few minutes—the grease melts the pencil-colour, and pulls it along the eyelash. Wipe off the excess grease on the eyelid—and tip the lashes with mascara...



Foundation cream keeps your make-up fresh for hours, and gives your face a healthy colour, if it needs it. If you have trouble using cream foundation as sparingly as you should—use more than you should, creaming the face thoroughly. Then take a tissue, and blot the face. If you have trouble putting rouge on unobtrusively, mix cream rouge or lipstick with a little white opaque (Continued on page 86)

← Half a Turban (opposite)

Here begins a new theory of turbans...when a half is better, much better, than a whole. These are real hats. Pretty, decorative...with inestimable man-lure. With the pink organza turban, choose a rose-pink lipstick. With the wintergreen-and-cyclamen Paisley, a bright red lipstick. Lilly Daché; Filene's; Rich's, Atlanta

RAWLINGS

Good pickings—these clothes of cotton madras. It's that same finely-woven fabric that goes into men's shirts and comes out of the laundry good-as-new. First: Cotton madras Claire McCardell Sunday-dress; $13. Lord and Taylor. Second: Country-fresh bow-blouse of white cotton madras; $6. Striped denim skirt with carry-all pockets and country airs; $7. Peck and Peck; I. Magnin

Cotton Dresses

R.F.D. Address

Cotton dresses have always earned their keep—but they're more precious now than ever. Here are three—made as respectfully as your wool dresses. Left: Checked chambray, McMullen. $18. Lord & Taylor; Carson Pirie Scott. Centre: Plaid cotton two-piece dress; $30. Bonwit Teller; Carson Pirie Scott. Right: Cotton coat-dress with a piqué collar; $25. Abercrombie and Fitch

KAY BELL

"We note with interest..."

The well-loved pea-jacket. Handsomer than ever now in Stroock's black wool. To wear over summer white. Tailored by Rosenblum of California. $30. Russeks; I. Magnin

New play skirt. Three pockets grow from hem to mid-skirt. Spun-rayon; $10. The jersey; under $7. Lord and Taylor

JOFFÉ

Straw Coiffure Hat. Worked like a mannequin's wig. Wistaria-twined chignon: Josephi design. Gold-fired sterling ear-bangles. All; Saks Fifth Avenue

LUIS LEMUS

Pretty, cap-sleeved sheath dress of rayon crêpe; $20. Lace hat like a Dutch cap. Both; Bonwit Teller

RAWLINGS

The Narrow Look in a Chinese translation. Coat-dress of rayon crêpe. Adele Simpson design. $40. Big satin Starling coolie hat. Both; Bonwit Teller

Just enough Chinese flair—navy-blue silk shantung jacket ($23), over a halter dress ($35). Clare Potter design. Pill-box. All; Bonwit Teller

HORST

It-all-depends-on-you skirt. Spun rayon crinkle-rib. $11. At Best; I. Magnin

Sew Your Cotton Crop

PHOTOGRAPHED BY HORST AT THE BRONX ZOO

ABOVE: Heigh-o the merry-o, the farmer *is* the wife! The wife takes the dress. The dress takes our eye. She made it herself. And so can you. Make it pretty. Make it right for house and Victory Garden all day long. "Easy-to-Make" striped cotton pinafore, old-fashioned pretty over white muslin blouse or just over you when you're out catching Vitamin D. Blouse and pinafore designs: 9729-9593

OPPOSITE: The turkey takes the cabbage. The dress takes the cake. Heigh-o the merry-o, the farmer's in the dress! She made it herself. And so can you. Pretty commutation ticket for daytime chores. "Easy-to-Make" polka-dot cotton dress, with eyelet-embroidered ruffles run through with ribbons, camisole fashion. Design 9680. Back views and sizes of all designs here can be seen on page 89

LOFMAN

AT THE MAKE-UP TABLE

SERVICE WOMEN'S CENTRE

WAVE PUTS ON HER WIMPLE

NEW YORK's first Service Women's Centre is at the Biltmore Hotel—the friendly gesture of the Kappa Kappa Gamma Alumnae. From its opening on a stormy January day, it has been a warmly welcoming hostess to hundreds of WAACS, WAVES, SPARS, Marines, Nurses, English and Canadian women of the Services. The Biltmore gave the space, the Kappas furnished it and staff it.

High-spot to a travel-worn WAAC or WAVE is the powder-room (illustrated above), the generous gift of Elizabeth Arden. The room is done in pastels, curtained in plaid taffeta with organdie whooshes, little stools before the long, mirrored make-up table covered in different pastel leathers. Everything, literally, that a girl needs to "refresh herself" is here, ample and free. Cleansing creams, make-up, nail polish—even a machine which clips the tops of lipsticks after each using, to make them ready for the next user.

Quite the nicest thing about this pretty room is the fact that it was done in *four days*—carpeted, painted, furnished, equipped for the opening, complete with fresh flowers and a smiling maid.

hearts soar with Skylark

PERFUME . $1.50 and $3.75 LILTING FRAGRANCE . $1.25 and $2.25

FACE POWDER . $1.00 DUSTING POWDER . $1.00 TALC . 50c

SOAP . 35c and 50c BATH BUBBLES $1.00 ALL PRICES PLUS TAX

barbara gould

New York

THESE MODERN LEGS . . .
WELL CLAD IN
Velva Leg Film

In this modern "hose" your legs appear slimmer, trimmer . . . more chiseled. Elizabeth Arden Velva Leg Film goes on easily, speedily over SLEEK* bare legs. It has a flattering, dull finish; opaque enough to help conceal small blemishes. Stays on until you deliberately wash it away.

Sun Beige (*light*)—Sun Bronze (*medium*)—Sun Copper (*dark*)

Velva Leg Film, 1.00 and 2.00

All prices plus taxes

*It is easier to use Velva Leg Film (and the effect is far more flattering) after removing hair with fragrant, pleasant-to-use Sleek, .65 and 1.00

When you purchase Elizabeth Arden Velva Leg Film ask for "Patriot's Walk," a booklet of foot and leg exercises.

Elizabeth Arden

691 FIFTH AVE. • NEW YORK

THE BIRTH OF BURLESQUE

(Continued from page 65)

Burlesque called "Ixion, Or the Man at the Wheel." That offering was deemed even more scandalous than "The Black Crook," inasmuch as the lady principals in it, let alone the chorus, had dared to appear in tights.

Heading the Blondes, and playing the rôle of Ixion himself, was an English actress named Lydia Thompson, who had, with a great degree of courage, brought the company to America and who, a little later, was to score her major success in a Burlesque of Defoe's "Robinson Crusoe."

In the play of "Ixion," which was a completely deranged burlesque of Greek mythology, there also appeared a young woman named Ada Harland, who hailed from the Strand Theatre in London. She played the rôle of Jupiter, and proved herself a girl of such talent and charm that she made an extraordinary impression wherever she went. So much so that she very soon married Brander Matthews, then a promising young author and critic, who was later to become Professor of the Drama, at Columbia University.

The Blondes boasted of two other attractions. The first was Pauline Markham, an ornament of the Queen's Theatre in London, who played the rôle of Venus in "Ixion." She was a beautiful and starry-eyed creature who remained, for twenty-five years, an admired and successful figure in American Burlesque. A second feminine attraction was Eliza Weathersby, also an Englishwoman, who achieved great renown as an actress in America and who, after a few years, became the first wife of the much-married Nat Goodwin, with whom she appeared in such Burlesques as "Evangeline" until her death at a much too youthful age. (Many years later, after a disastrous second marriage, Goodwin married the beautiful, but somewhat imperious and managerial Maxine Elliott. Asked for an opinion of his wives, he confided to fellow members of the Lambs Club, "My first wife was an angel; she was far too good for me. My second wife was a tramp; I was far too good for her. And now, gentlemen, I am married to a Roman Senator.")

In the spectacle of "Ixion," which had been written by F. C. Burnand, then the Editor of *Punch*, many of the fashionable weaknesses of the day (the benevolent workings of the divorce court, among them) were duly caricatured, by means of Burlesque "bits," songs, puns, dances, and a few brow-raising innuendoes.

Fame of Lydia Thompson

Lydia Thompson continued, for forty years, to gain high honours in the theatre. She was, in a variety of ways, a remarkable woman—a blonde of the purest type, with blue eyes, golden hair, saucy in demeanour, and a figure of great allure. She acted admirably, spoke fluent French and German, managed her own company, sang well, and danced with tempered abandon. Her songs, though often suggestive, were rendered with disarming *naïveté*. She was, like Pauline Markham, a woman of character, and played Burlesque with high distinction, flavouring her acting with a fine comedy sense.

Richard Grant White, then a famous editor of Shakespeare's plays, and the father of Stanford White, the architect, wrote a review of "Ixion," in which he spoke of Lydia Thompson's great histrionic gifts. Of Pauline Markham, he also went on to say, "In Miss Markham I have found a voice of vocal velvet and the long lost arms of the Venus of Milo. I believe that, both in voice and style, she speaks the most beautiful colloquial English that I have ever heard."

History of Burlesque

Burlesque is more than a mirror of the grotesque. It is, above everything, the study of man, stripped of his social mask; an art relying upon improvisation, satire, and fantasy. Actually, at its base, it is full of truth, even of melancholy, as is everything that effectually lays bare the weaknesses and miseries of mortal men.

It is fair to say that, from the earliest times, Burlesque has been a thorn in the moralist's side. The squeamish and easily shocked first registered their disapproval of it twenty-four hundred years ago, in the buffooneries of the Attic stage, on which types like the drunkard, the glutton, the cuckold, and the office holder were parodied by means of broad skits, pantomimes, and dances.

There was a further outcry there when, a hundred years later, Aristophanes wrote Burlesques, much in the modern form, in which he resorted, in some of his fifty or so comedies—particularly in "Lysistrata"—to the employment of slang, ribald jokes, *double-entendres*, slapstick humour, coined words, asides, and bawdy situations.

Similarly, in the seventeenth century, there was a hue and cry against the *Commedia dell'Arte*, another progenitor of Burlesque in modern Europe. With its resident and prospering companies in Venice, Bologna, Naples, Bergamo, and Milan, the Burlesques, or *Burlettas* as the Italians called the *Commedia*, reached a high degree of perfection. They exercised, indeed, so profound an influence that, even in France, Madame de Maintenon, in 1697, issued an edict against them, only to suffer chagrin, a short year later, when the Italians returned in triumph to Paris; so eager were the French to laugh at the scandalous doings of Pantalone, Punchinello, Scapin, Scaramouche, Harlequin—with his slapstick—, and such other standard types, in the *Commedia*, as the deceived wife, the braggart, the lovesick maid, the philandering male, the sot, the amorous widow, and the guileless comic.

Finally, to prove the point of this thesis, there was the case of "Punch and Judy," which is but Burlesque in a thin disguise, and which, at the beginning of the seventeenth century, so greatly incensed and alarmed the parents and guardians of children. And no wonder, since Punch kills his father and mother-in-law, seduces women, beats his wife to death, strangles his illegitimate child, and finally hangs the hangman who is about to hang him.

Consider these incidents, and the never-ending delight which children take in witnessing them, and you will begin to understand the hold that Burlesque exercises on the average man.

"Mme. Rubinstein, I want to

Young Army bride. Every penny counts.

Over a period of many years, Mme. Helena Rubinstein has received thousands of letters . . . from women everywhere, in every walk of life . . . women who "want to know."

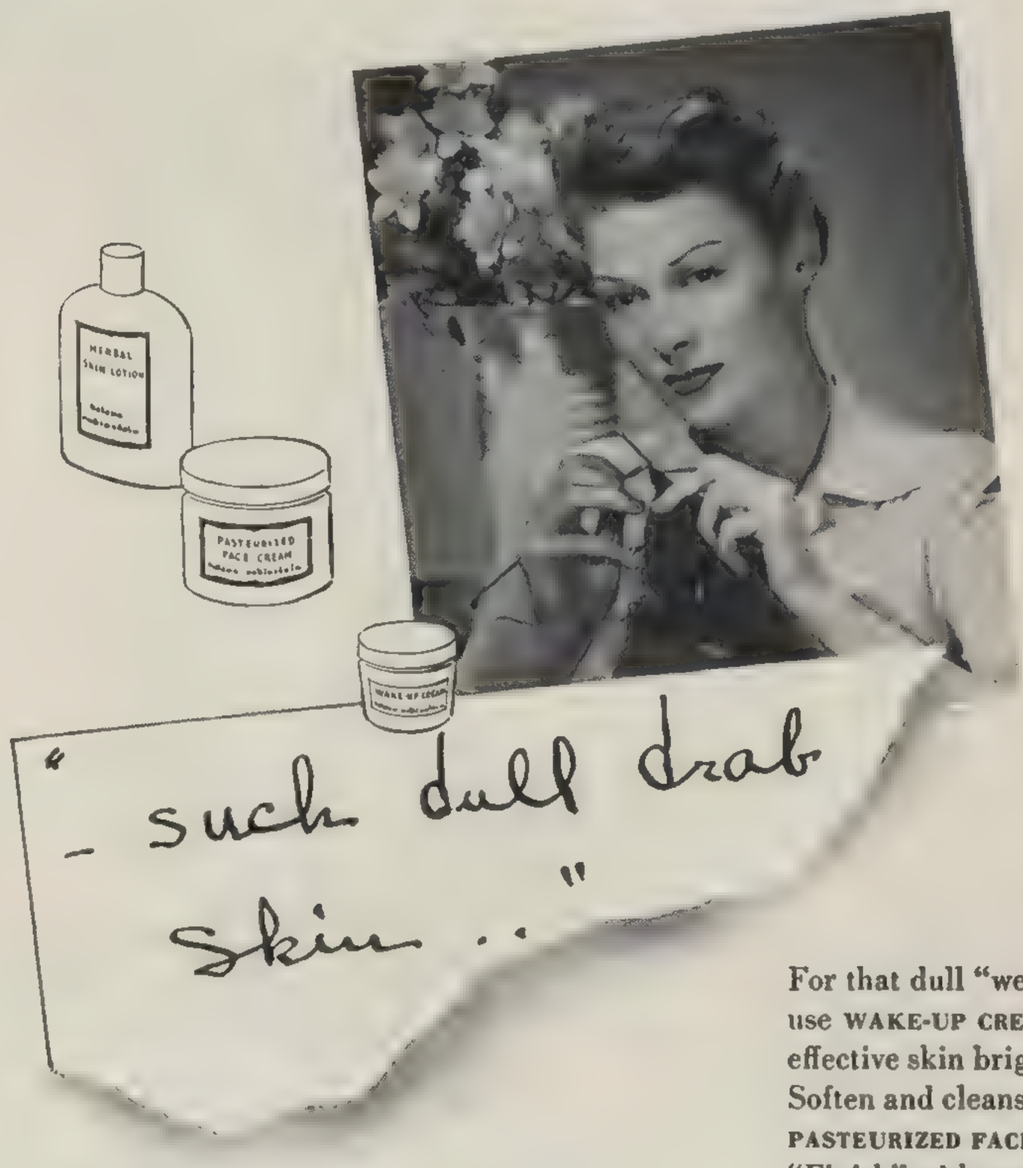
They write especially to Mme. Rubinstein because they believe that if there is an answer, she will know it . . . since she knows that skin is as individual as personality . . . and has created specialized treatments for the needs of each type and age.

Here is a cross-section of busy America on paper. Find yourself among these women—your problem—and Mme. Rubinstein's solution to it. Her simple, sure, to-the-point plan for your beauty care is timed for your life today!

Make PASTEURIZED FACE CREAM your many-purpose beauty treatment—to cleanse, soothe, soften your skin. 1.00 to 3.50. For a lovely make-up that will stay fresh and flawless all day, wear flattering protective TOWN & COUNTRY MAKE-UP FILM. 1.00, 1.50.

Complete Normal Skin Treatment from 2.00

Plus Taxes



Young mother. Little time for herself.

For that dull "weathered" look, use WAKE-UP CREAM, effective skin brightener. 1.00, 2.25. Soften and cleanse your skin with PASTEURIZED FACE CREAM. 1.00 to 3.50. "Finish" with HERBAL SKIN LOTION to give your skin radiance... for quick daytime freshening. 1.00, 2.00.

Complete Dull, Drab Skin Treatment from 3.00

"My skin is so dry.."

Career girl. Nurse's Aide volunteer.

After cleansing with rich-textured PASTEURIZED FACE CREAM SPECIAL (1.00 to 4.50), let TOWN & COUNTRY NIGHT CREAM smooth away every trace of flaky dryness while you sleep. 1.00, 1.75. Wear TOWN & COUNTRY MAKE-UP FILM to keep your complexion soft and smooth, your make-up lovely through the day. 1.00, 1.50

Complete Dry Skin Treatment from 3.00

"I look so tense these days."

Distinguished older woman. Sons in the Service.

You need superbly rich NOVENA NIGHT CREAM to relieve that taut, parched look . . . to smooth away signs of strain. 2.00, 5.00. For cleansing, use extra-emollient HERBAL CLEANSING CREAM SPECIAL. 1.00 to 5.75. Follow with EXTRAIT, soothing finishing lotion that protects against dryness . . . wonderful on eye compresses. 1.25 to 5.00.

Complete Mature Skin Treatment from 4.25

"oily with occasional blackheads.."

War worker. Exposed to grease and dust.

Wash face and hands with BEAUTY GRAINS to remove every trace of grease and grime, to help loosen blackheads. 1.00, 1.65. Follow with PASTEURIZED FACE CREAM to soothe and soften your skin. 1.00 to 3.50. Use SNOW LOTION for your foundation, gives a smooth mat finish to your make-up. 1.00.

Complete Oily Skin Treatment from 3.00

helena rubinstein

715 FIFTH AVENUE . . . AND ALL SMART STORES

It goes to your heart!

Intoxication

the stirring new perfume by

D'ORSAY

$18.50 and $10 Eau de Toilette $5

CREATORS OF PERFUMES THAT WHISPER "SOMEONE LOVELY HAS JUST PASSED BY"

EXERCISE THE NAVY WAY

(Continued from page 38)

Exercise to help counteract a flabby chin: Clasp the fingers together, in such a way that the knuckles are very much in evidence. Put the chin in the centre, where the hands are joined, and roll the jaw from side to side, so it gets well-kneaded by the backs of the hands.

Exercise to strengthen the back and abdominal muscles: Lie prone on the floor, hands clasped behind the neck. Raise up from the waist-line. Put a pencil-mark on the wall about a foot-and-a-half from the floor—and try to level your eyes with it. Repeat without resting.

Exercise to tighten the waist-line, and stretch the leg muscles: Raise from a lying position, hands clasped behind the neck. Touch the left elbow to the right knee. Lie down, raise up again, and then touch the right elbow to the left knee. Try to keep the shoulders straight.

Exercise to strengthen the abdominal muscles: Lie on the floor and raise the knees, keeping the feet on the floor. Lift up until the hands touch the knees. Then lie down again, and repeat, several times. This simple, easy exercise is very effective, in spite of its lack of strain.

Exercise for relaxation of the neck and facial muscles: This old reliable is still one of the best. Let your head roll heavily all around in a circle to the right, several times. Then repeat in the opposite direction. Try to get the head far down in front, back and sides.

HOW TO MAKE A FACE

(Continued from page 73)

cold-cream on your left hand. Then using the hand as a palette, use a finger of the right hand, and pat the *pink* mixture over the face. After all, the colour in your cheeks is pink, not red. And it's hard to stretch red thin enough to *look* pink.

Here are some often-published, but not-enough-used tricks: Always use two coats of lipstick on your lips, blotting each coat with tissue. Your lips will not have that gummy look—and the colour will last much longer.... Use a Chinese paint-brush to outline your lips.... Finish off your make-up with cold-wet cotton, to set it.... Always powder your face with a light puff, using too much powder, then brush off the too-much...

Night tricks...two shades are better than one for your eyelids...your lips. Suppose you use brown and green eye-shadows. Always smooth the darker shade at the base of the eyelid and let it fade into the barest suggestion of green. Use very little...and as delicately as you can. Your eyelids should look as fragile as a butterfly's wing. To give your eyes further accent, try finishing off the eye-line at the corner of the eye with a fine eyebrow pencil.... For a beautifully modelled mouth, use a darker shade of lipstick for your upper lip than for your heavier lower lip.

Your best trick...remember one rule: fifteen minutes face to face with your mirror in the honest light of day, making up carefully and adequately, will save you countless time-out intervals for "fixing your face." A good make-up should last, does last, a full eight hours...and is the one sure escape from a five-o'clock patchwork effect.

Marlboro — America's Luxury Cigarette

THE DESIRE (*usually suppressed*) of all women . . . the filmy black negligee. Here you see it ruched with white, the final captivating touch.

Her Cigarette, of course is MARLBORO. No lesser cigarette *belongs* in such distinguished company! Blended of superb tobaccos (*which cheaper cigarettes simply* cannot *afford*), MARLBOROS . . . smartest of cigarettes . . . cost you *mere pennies* more!

IVORY TIPS—PLAIN ENDS—BEAUTY TIPS (red).

★

ANGOSTURA
Dr. Siegert's
BITTERS
A TONIC APPETIZER
"GOOD FOR THE STOMACH"

RULE ONE for cocktails . . .
USE ENOUGH

★

AMAZING how it makes an
OLD FASHIONED sing

★

My great aunt in Charlestown
used it in SPICE CAKE

★

POSITIVELY RIPPING in
SCRAMBLED EGGS, you know

★

It's a SPARK PLUG for the
APPETITE

★

Funny what happens to
A MANHATTAN when you
leave it out

★

TRY it "your day" when you're
MOANIN' LOW

★

GRANDMA used to call it a
STOMACHIC

★

IT'S TOPS for morning after
JITTERS

★

FOR VICTORY—Buy U. S. War
Bonds and Stamps

ANGOSTURA-WUPPERMANN CORPORATION • 304 EAST 45th STREET, NEW YORK, N. Y. • *Write for Free Mixing Guide*

JUST HELP YOURSELF

(Continued from page 46)

out the high-lights. For a real burnishing, brew up an herbal tea (camomile's the favourite) and pour that over your hair, last thing. Rub your hair fiercely with a coarse towel, until your scalp tingles. And (unless your hair is dyed or bleached) fluff it out in the sunlight afterwards.

The best advice on the home-setting of your hair is professional. Explain your expected exile to your hair-dresser, and ask him to work out a simple hair-do—that you can handle yourself. Let him set your hair, once or twice, in this simple way, and watch every step of the setting—asking him to explain everything you don't know how to do. Ask your hair-dresser, too, to recommend a quick-drying setting lotion, and to give you the names of any special tonics, salves, or pomades he might have been using for the health of your hair.

While you are sitting turban-wrapped in a towel, with your hair set and drying, put some oil on your arms and legs, to help give them back the sheen the summer tends to rob. Then pay some attention to your face. Cleanse it thoroughly, and (since you will be sitting in a dress, cut away to absorb as much Vitamin D as possible) start your upward cleansing strokes way below the throat. Tissue your cleansing cream off, a tissue in each hand, following the same upward movements. Then take your richest night cream, or a regular massage cream, and give yourself a five-minute session of facial strokes. Stroke on the cream from below the throat, with alternating up-movements of both hands. Then using both hands alternately, stroke up the sides of the face. Work your cream horizontally across the chin, and across the mouth. Then from the mouth, stroke up alongside the nose, and splay the strokes outwards across the forehead, finishing off at the temple. Sit a while, with your skin basking in balm and sun—and then tackle your manicure and pedicure.

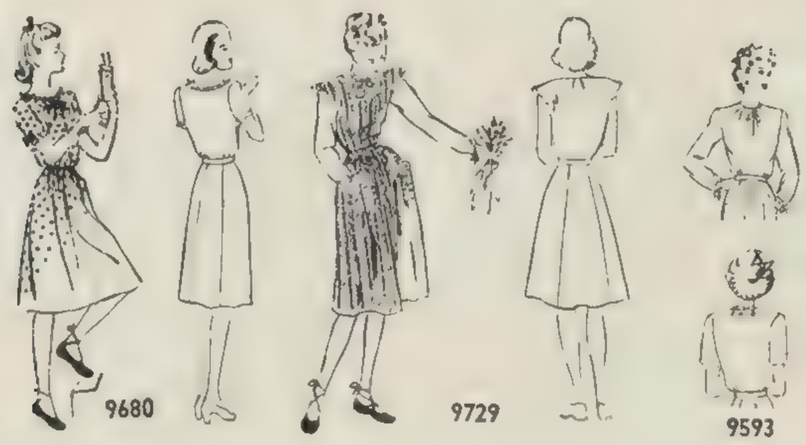
It's a good idea to have a little bowl of soapy water nearby, just as the professional manicurist does—you need it, to scrub and soften the cuticle. The toes, particularly, need a good soapy-water soaking, since the cuticle is usually much tougher. Then spread on some lanolin, or a good vegetable oil from the kitchen—unless you have a bottle of regular manicure oil. Work around the cuticles gently with an orange-stick, cotton-tipped.

File your nails, and burr off the edges smoothly with the soft side of your emery-board. Then—back to your face. Tissue off your massage cream, completely, and pat some cooling skin freshener, all over your face. You might want to pat your face and neck with a flipped piece of cotton—or you might want to use your fingers lightly all over your face and neck in a sort of brisk, quick-patting tattoo.

Now—with your face glow-pink, and refreshed, go back to your manicure and pedicure. It's usually easier to cover the nails completely with lacquer. Stroke up the centre of the nail, with the first brush, then fill in the sides. If you haven't a watchmaker's steady hands, and spill over the cuticle line, you can erase the overrun with your cotton-tipped orange-stick slightly flavoured with polish remover. Finish off, after two coats, with a sealing coat—for extra gloss and durability. And then—use a good hand cream to massage your hands, and your feet. While your nails are drying—take fifteen minutes to relax, lying down, with your feet above the level of your head. This will give your nails insurance against smudging; the oil on your legs and arms, the cream on your feet and hands, a chance to do some good; and, most important of all, it will help to take the tenseness out of your muscles, help to erase any worry and fatigue from your face.

Good-bye, Madame!—Will you make an appointment, now—for *next* Saturday morning?

DESIGNS FOR DRESSMAKING



Other views of dresses on pages 78 and 79. All "Easy-to-Make" patterns. No. 9680, almost-dirndl, sizes 12 to 18 (30 to 36). No. 9729, self-sufficient pinafore, sizes 12 to 20 (30 to 38). No. 9593, drawstring blouse, good for pinafores or suits, sizes 12 to 20 (30 to 38).

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 102.

the one and only . . .

VERMOUTH by Dubonnet

Maybe you can't afford to buy the Mona Lisa, but you can afford to buy the one and only Vermouth by Dubonnet. It is an art, this Vermouth making, and Vermouth by Dubonnet is backed by a great world tradition. Everything the 97-year-old name "Dubonnet" stands for is in this Vermouth...highest quality ingredients and the skill to blend them to perfection. Discover its superiority today! ☛ *Write for free Dubonnet "Smart Drink Guide", Dubonnet Corp., 350 Fifth Ave., New York City.*

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Tune in! "Alec Templeton Time" 10:30—10:35 p.m. (e.w.t.) Blue Network, Monday, Wednesday, Friday.

1-Minute Mask!

Give your complexion a "lift" in 60 seconds

Glamour in a tail-spin

—because your complexion is "out of order." Scaly little roughnesses may make your skin seem coarse . . . keep powder from going on smoothly. Specks of imbedded dirt may give your face a drab look.

The 1-Minute Mask

—a grand "pick-me-up" for your face—gets results in 60 seconds! It's the *new* way to use Pond's Vanishing Cream. Just cover chin, cheeks, forehead—all but eyes—with a snowy mask of Cream. After one minute, tissue off—and *see* and *feel* the difference!

"The 1-Minute Mask with Pond's Vanishing Cream is my favorite beauty treatment when I want to look especially nice!"

MISS CYNTHIA MCADOO

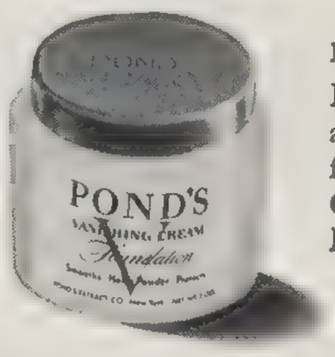
Beauty rides high!

Thrilling effect of the 1-Minute Mask! The "keratolytic" action of Pond's Vanishing Cream has loosened and dissolved scaly chappings and dirt particles. Your skin looks softer, finer—*lighter*. Make-up smooths on happily—clings!

For a Double-edge on Beauty

IT'S A 1-MINUTE MASK

"Re-style" your face 3 or 4 times a week with the 1-Minute Mask of Pond's Vanishing Cream. It's a real edge on a softer, fresher complexion!



IT'S A POWDER BASE

For smoother make-up, always use a thin protective film of Pond's Vanishing Cream before you powder. It's not greasy, not drying!

Popular-price jars—The largest is most economical

WHAT BRAND OF AMERICAN ARE YOU?

(Continued from page 69)

3. Because the United States is so large and so diversified, *local or sectional Governments should be maintained independently. The central Government should give no assistance* unless its help is desired, and the welfare of the nation as a whole demands it....

4. Central or Federal control is inconsistent with the principle of democracy. *Increasing centralization or collectivism should be viewed with alarm* and steps taken to prevent it....

F. AMERICAN FOREIGN POLICY—
which of these four statements do you believe?

1. *The United States should maintain the policy of hemispheric solidarity,* rather than the policy of increased participation in world affairs....

2. *Regardless of any benefits* that may accrue to us as a nation, *the United States should become part of a universal federation of states.* Such a policy rests upon the principle of "one for all, and all for one."...

3. America's world has grown smaller, through new systems of communication and our evident *dependence upon all parts of the world* for resources and markets. Therefore, *the United States should become a vital contributor to global peace and justice....*

4. There is an unavoidable complexity of conditions in other parts of the world, and the many different historical backgrounds accounting for the problems will probably continue to prevent universal democratic unity. Therefore, *the United States should not engage in any policy which threatens its own historical traditions and security....*

G. IMMIGRATION—
which of these four statements do you believe?

1. *The United States should not be a city of refuge for all the peoples of the earth.* Immigration should be increasingly discouraged.

2. The United States became possible through immigration in the past. *It should continue to welcome anybody who seeks better opportunities....*

3. *Immigration should be on the basis of selection,* to prevent undesirable people (undesirable even in their own lands) from overflowing into this country. But desirable newcomers should be welcomed....

4. *Immigration should be confined to a relatively small number of people,* who, because of their cultural development and their agreement with the principles of the American Government, can easily become assimilated into our national life....

H. FREEDOM OF SPEECH AND THE PRESS—
which of these four statements do you believe?

(Continued on page 92)

You believe in miracles when you wear PERMA☆LIFT bras: for a miracle has happened at the base of the bra-cup where a patented cushion inset softly lifts your bosom, holds that firm rounded contour, never becomes limp or lax through seasons of washing and wear. Kiss the bras goodbye that put red ridges on your pretty shoulders. There's neither bone, bulk nor pull in PERMA☆LIFT's gentle support. Bra and Bandeau styles $1.25 to $2.50. Long-Line models $2 to $3. Write Ruth Stone, 1183 W. Congress St., Chicago, for name of nearest corsetiere, if yours hasn't PERMA☆LIFT.

★ "The Lift that never lets you down

Bath Time Bouquet . . . For an exhilarating respite from the day's activities, perfume your bath with Friendship's Garden Bath Salts. You'll like the convenience of the eight dainty bath sticks — three fragrant baths in each stick. Ideal for guests, ideal to tuck into your luggage. When empty, you can hang the decorative container on the wall, or keep it on your desk for shopping lists and letters . . . . . *Friendship's Garden Bath Sticks (as illustrated above),* **$1.00**

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WHAT BRAND OF AMERICAN ARE YOU?

(Continued from page 90)

1. Freedom of speech and of the press *should be limited, in order to safeguard existing political, social, economic, and religious institutions....*

2. In a democracy, *the Government should protect itself by exercising censorship over public speech and the press....*

3. There should be freedom of speech and of the press in a democracy, *except during times of critical emergency,* such as war....

4. In a democracy, *there should be freedom of speech and of the press at all times....*

I. THE AMERICAN FAMILY—
which of these four statements do you believe?

1. The family as we know it in America should be abandoned because *it is unsuitable under modern conditions* which seem to require that both husband and wife be wage-earners....

2. *The family as we know it should be protected by every possible means. No divorce for any reason* should be sanctioned by the law....

3. The family is a necessary arrangement for the protection of children and for the social development of parents and children alike. Therefore, it should be maintained, and *existing laws for its preservation should be respected and enforced....*

4. Because of its great value to society, *the family should be protected and promoted by educational and other agencies offering guidance* in the ways and means of happy family relationships. But there should be *simple and easy provisions for divorce,* without publicity, provided that adequate protection of the children has been assured....

J. BIRTH CONTROL—
which of these four statements do you believe?

1. Marriage and the family exist chiefly as means of providing a desirable birth rate for the strength of the nation. *Conditions affecting this birth rate should, therefore, be cared for by the State, by standards and regulations which sanction birth control....*

2. *The practice of birth control should be regarded as illegal,* and all *information regarding control of births should be forbidden....*

3. Through a *central medical bureau, the State should distribute reliable information regarding birth control....*

4. Among the several economic and social groups, *the Government should require a properly balanced distribution of births,* by supplying information and guidance regarding birth control....

nina is proud to present
the new 1943
Stockings out of a Bottle

Here's good news! Though Stockings Out Of A Bottle was last summer's sensation—a year of arduous testing has made the new 1943 "Stockings" even more perfect!

Easier to apply—non-streak and water-resistant, yet quickly removed with soap and water. Stockings Out Of A Bottle makes legs sleek, glamourous and flower-petal smooth. Economical? Oh very!—and supremely smart.

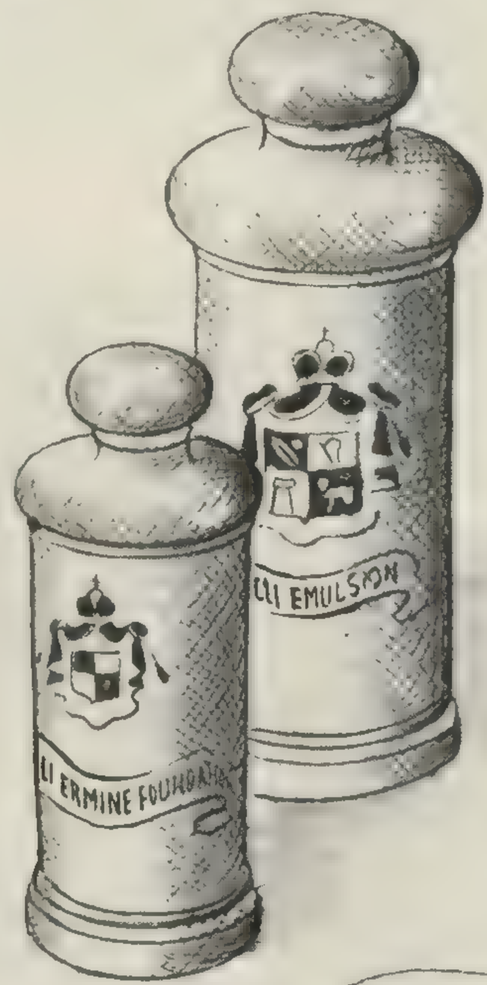
One popular shade:
Rich sun tan
1.00—3.00

At Better Stores or you may order direct from

produits nina
610 Fifth Avenue New York

the Woman of the Hour...

Looks younger...more radiant...lovelier than ever before. She has adopted Princess Gourielli's modern, practical precepts for beauty... a few special preparations, each clearly defined in purpose, prompt and efficient in action.

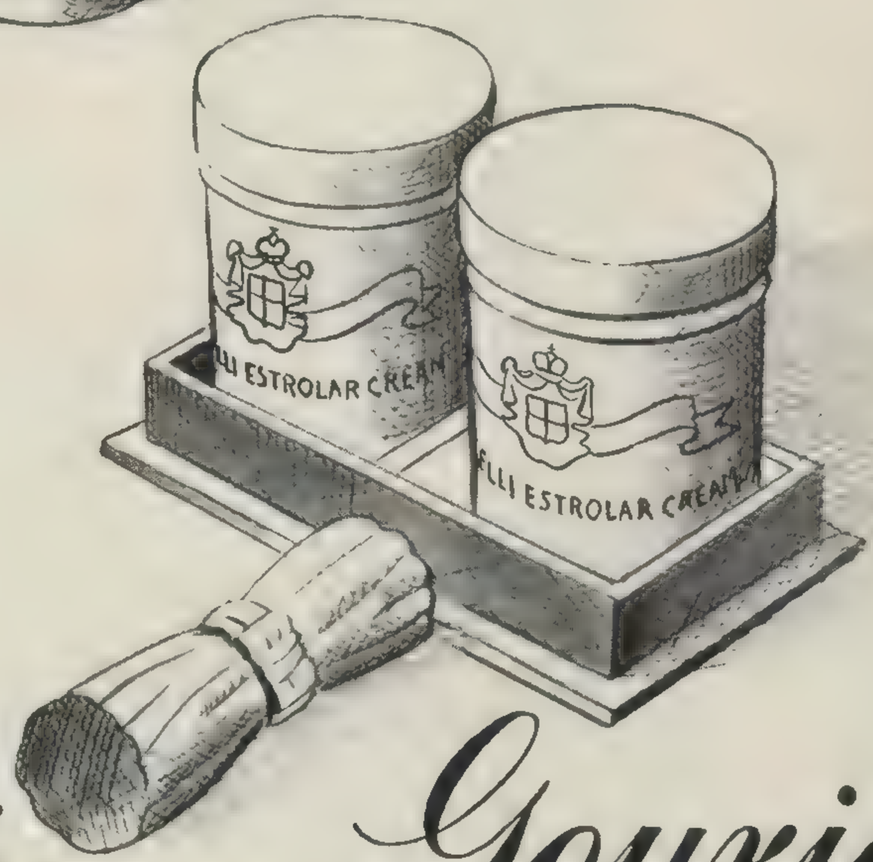


To look younger

nightly she uses Princess Gourielli's ESTROLAR CREAM. It contains Biocine,* equivalent of an estrogenic substance abundant in youth but diminishing with advancing years. Used as directed, ESTROLAR is an important aid in attaining a youthful appearance of face, neck and hands. 30-day supply, 5.50. Twin jars, 10.00.

She enhances her charm

with MOONLIGHT and ERMINE. Her powder base is translucent ERMINE FOUNDATION. 2.00—3.50. LUSTRE LIP-ROUGE STICK tints lips *and* cheeks to blended beauty. Bow case, 2.50. Crest case, 1.50. She smooths on MOONLIGHT MIST FACE POWDER, atom-fine, exquisitely perfumed. 3.00. She cleanses the modern way with GOURIELLI EMULSION. 1.50—3.00.



To look more radiant

she applies ACTIVE OZONE CREAM after her morning cleansing...leaves it on while bathing or dressing. It makes her look gloriously fresh... has an absorptive base...releases nascent oxygen. 1.25—2.00.

She adopts

new leg and foot fashions. LEG TINT gives a silken, slimmer, more sculptured effect. Waterproof. Will not brush off. Golden-beige shade. 1.50. Her busy, stockingless feet are cooled, soothed with ACTIVE OZONE FOOT-STICK. 1.00.

In fine stores throughout the country, or at
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** Trade mark* *Plus taxes*

Princess Gourielli will gladly adapt a "Woman of the Hour" program to your special needs. Come in, write or phone PL 3-1200

Princess Gourielli

AROUND THE CLOCK . . . AROUND THE WORLD

IT'S SEAFORTH FOR MEN!

At an officers' club in Calcutta, a colonel says: "Suli, I'm stepping out in style tonight. Fetch me that jugful of U.S.A.—the one that says Seaforth, For Men!"

In a very hot barracks in Trinidad, a Yorkshireman rubs his chin before the mirror. "Now then," he grins admiringly, "we ain't got Hollywood plumbing 'ere, but can't a man do wonders with Seaforth!"

On an advanced airfield in North Africa, six flyers split a cake of shaving soap six ways. "Catch the crumbs, Harry," says a bombardier. "Remember, son, that's Seaforth!"

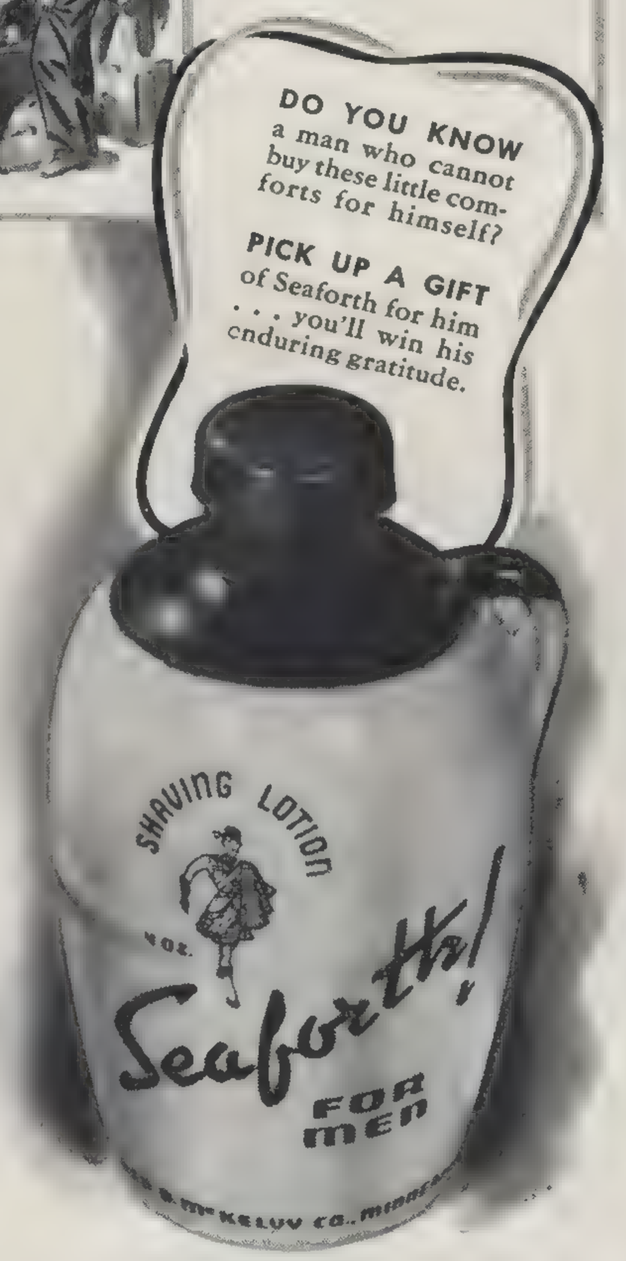
DO YOU KNOW a man who cannot buy these little comforts for himself?

PICK UP A GIFT of Seaforth for him . . . you'll win his enduring gratitude.

SOME THINGS in this world, such as billiards, and detective stories, and good tobacco, have a universal appeal to men. With pride, and grateful wonderment, we have seen Seaforth raised to full-fledged membership in that category . . . in just about four years.

TODAY, the superb Seaforth toiletries are used by sailors and their admirals; by soldiers and their generals; by shipyard workers and bank presidents. These sturdy stoneware jugs and mugs are prized equally in New York, in Sydney, in London, in Samoa, on flying Clippers and on ships at sea. The Seaforth *idea* explains this best, perhaps. Named for Scotland's Seaforth Highlanders, styled to a man's taste, these products are the ultimate in masculinity. The soaps are made from the world's finest oils. The scent of all products is tangy heather and fern, without a trace of cloying sweetness. Down to minute details, each Seaforth package is planned to give a man the kind of grooming he likes best.

ALFRED D. McKELVY CO.
10 ROCKEFELLER PLAZA • NEW YORK



SOLD EVERYWHERE at a man's price . . . Single items one dollar. Sets two to seven dollars.

Seaforth! FOR MEN

SHAVING SOAP • SHAVING LOTION • MEN'S TALC • MEN'S COLOGNE • DEODORANT • HAIR DRESSING • HAND SOAP

WHAT BRAND OF AMERICAN ARE YOU?

Find your ratings on the Hall-Quest Quiz, pages 68 and 69. From the numbers of the statements you checked under each of the ten headings, you can figure out your brand of Americanism in relation to ten important issues.

A. 1. Radical
2. Reactionary
3. Liberal
4. Conservative

B. 1. Liberal
2. Conservative
3. Radical
4. Reactionary

C. 1. Conservative
2. Reactionary
3. Liberal
4. Radical

D. 1. Liberal
2. Radical
3. Reactionary
4. Conservative

E. 1. Radical
2. Conservative
3. Liberal
4. Reactionary

F. 1. Conservative
2. Radical
3. Liberal
4. Reactionary

G. 1. Reactionary
2. Radical
3. Liberal
4. Conservative

H. 1. Conservative
2. Reactionary
3. Liberal
4. Radical

I. 1. Radical
2. Reactionary
3. Conservative
4. Liberal

J. 1. Liberal
2. Reactionary
3. Conservative
4. Radical

Most Likely to Succeed

Today the man who truly values time and makes it serve his purpose has the greatest chance for success. There is no better way to show your hopes for the graduate than by the priceless gift of time by Rolex. This magnificent watch combines rare sturdiness with precision — products of the ingenuity and mechanical genius of Rolex craftsmanship. ☆ ☆ ☆ Among exclusive Rolex features are seven adjustments and the patented aerodynamic superbalance which enables Rolex to certify this watch as a Chronometer.* ☆ ☆ ☆ ☆ Model illustrated — from $160.00

*A Chronometer is more than just a watch. It is an instrument measuring the time in accordance with precise limits and definite rules laid down officially.

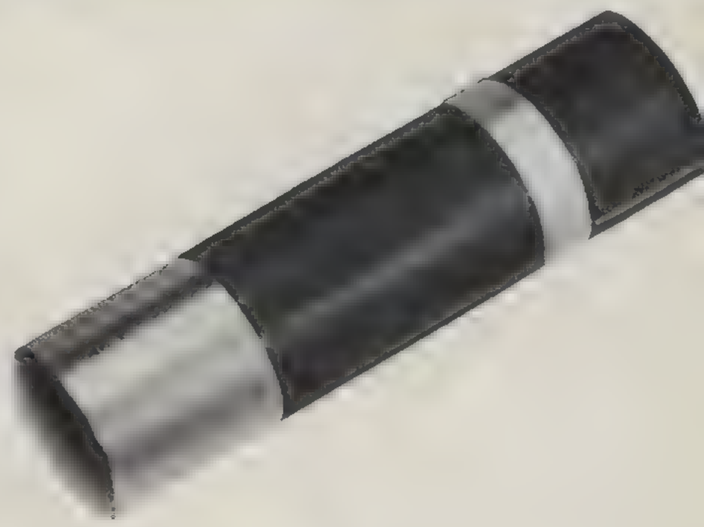
The Masterpiece of Watch Craftsmanship ROLEX

SOLD EXCLUSIVELY BY QUALITY JEWELERS

JON ABBOT

TABU *for your lips . . . TABU for your hair . . .*

Yes, from one lipstick, TABU for your lips—TABU for your hair . . . a double charm—
a double dare! Here are your favorite lipstick shades scented with TABU, and
inside the case there's a secret vial of "the forbidden fragrance" itself.
Appropriately dressed in blackest black! $2.50 including the perfume (tax extra).



TABU *"double-charm" lipstick*

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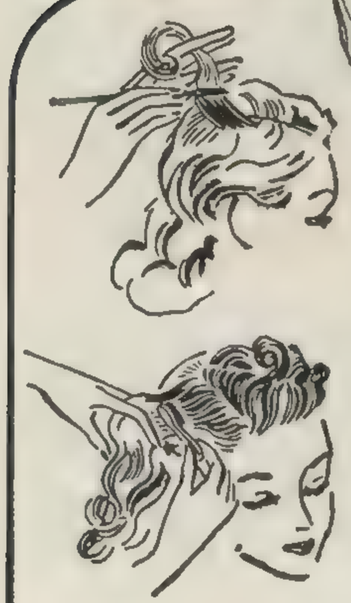
No artist ever captured a flower's true beauty . . . for its translucent color could never be "painted on." Nature puts her colors *inside* each petal for true depth of color. That's why Inecto can give your hair such natural-looking beauty. Thanks to its custom-planned *Pre-Treat* Service, the glamourous new Inecto color is imbedded *inside* each hair-shaft, where Nature puts her own *natural* color! *There is no surer way to hair coloring beauty!* Discover Inecto's glorious results for yourself . . . especially if you are dissatisfied with your present hair coloring. You'll be thrilled to learn how wonderfully *Pre-Treat* prepares and conditions your hair for the application of rich, lasting color. And you'll be even *more* thrilled by its new beauty. . . gloriously youthful-looking, with no gray or drab hair showing through!



When next you visit your beauty salon, be sure to ask about Inecto, the hair coloring that features the added Pre-Treat Service.

In **STEP ONE** . . . you receive the famous Inecto **PRE-TREAT** Service, custom-planned for *your own type* of hair. This extra service, never neglected when you are given an Inecto treatment, prepares your hair so that deep, rich, youthful-looking color may be lastingly imbedded inside the hair-shaft.

In **STEP TWO** . . . your choice of Inecto's 18 glorious shades is skillfully applied. Thanks to **PRE-TREAT**, each hair "drinks in" new Inecto color, avoiding a tell-tale, "painted on" look. Finally, Lustrium — a special conditioning oil found only in Inecto — adds flower-soft sheen to your hair, helps keep it soft and thrilling to the touch.

Caution: Use only as directed on label.

INECTO COSTS MORE—BUT DOESN'T YOUR HAIR DESERVE THE BEST!

distributed by SALES AFFILIATES, INC., 730 FIFTH AVE., NEW YORK

VISITIN'. . . OREGON STYLE

(Continued from page 63)

we'll all be shoulderin' that musket for Uncle Sam pretty soon." Before Pearl Harbor there were a few doubts, voiced sorrowfully, as "This here war will end only when enough millionaires have fattened their bankrolls by holdin' back supplies," but nobody talks like that these days. "What do you think of those Japs?" is a frequent query; the answer is—you've guessed it—"Not much."

Visitin' can be, and too often is, done in the early morning. Chris has a habit of bursting in on house guests at five A.M., settling comfortably on their feet as they lie in bed, and shouting in loud, cheerful tones that must be shattering to the hungover, "What's the matter with you, anyway? Goin' to lie there on your coyote all day?" Only one victim to date has replied, "Yes, drat you, I am," as they are generally too far gone for any comeback.

One dreary dawn, soon after we had moved to Cougar Rock, a genial acquaintance ran in to see how *we* were getting on. We were living at the time in the foreman's cottage, while the main ranch house was being readied; his knock at the front door was a knock right at the head of our bed, so small were our quarters. Chris jumped up, putting on his hat first in the manner of every cowboy who ever lived, and went to greet the guest, in levis and pyjama top. But I, still encased in the mental envelope of reticence I had brought with me from the East, dashed into the bathroom, locking the door and reaching hastily for comb and lipstick. The bedroom was a shambles, its two chairs being covered with our clothes, plus bits and bridles that had arrived in the mail. There was dried manure underfoot, carried in on our boots.

I felt trapped by Mr. Wallace's coming before we were in order, mortified at having this testimony of my poor housekeeping on view, and unreasonably annoyed that Chris—who couldn't possibly have guessed my frame of mind—welcomed the early call with such pleasure. Looking back, all that misery seems remote and totally uncalled for; these days, anyone who wants to may stroll unmolested through our bedroom, whatever its condition. But I remember the lump, bigger than a baseball, that rose in my throat that spring morning, the mist in my eyes that dimmed the unpleasant sight of Mr. Wallace sharing a chair with my underwear, a bridle hooked around one of his feet.

Visiting...Eastern Style

A visit, in the Eastern sense, involving a night spent at the house of a friend, has ever been to me an overestimated pleasure. There are only a few people in the world with whom I have ever enjoyed staying, as I am singularly untalented in what someone once called "guestmanship." Somehow I always seem to spend an undue amount of time sitting on the edge of my bed, reading. My jaws invariably ache after the first hour or two, from smiling, of (Continued on page 97)

AT BETTER STORES OR WRITE GREGORY AND READ CO., Lynn, Mass.

VISITIN'. . . OREGON STYLE

(Continued from page 96)

which I do a great deal more than any occasion warrants. The less enjoyable the evening—or morning, or afternoon—the more fixed and glassy grows my fraudulent grin.

Ben Franklin must have had some such unhappy guest in mind when he wrote, "Fish and visitors stink in three days," but I maintain that he understated the case. For who in the world, feeling as I do, could ever last three days?

Western ranchers' hospitality is the most relaxed in the world, perhaps because it is largely unplanned. People rarely write or telephone to say they are coming; they simply arrive, and no one seems to mind the fact that the sheets haven't come back from the laundry or that the hot-water heater is not functioning. There is absolutely no attempt at keeping up with the Joneses, which is rather marvellous when you reflect how universal that unpleasing tendency has become. Ranch hostesses do not compete for the boring distinction of having a perfectly-run house. Two or even three people share a bed without feeling in the least inconvenienced, even though they may be comparative strangers to each other. Sometimes it is impossible to change the sheets on the beds; in which case, everyone assumes that nobody else has leprosy, and the matter is ignored.

One house, whose inmates would gladly give you their respective shirts, or borrow yours with equal grace, is equipped with a splendid bathroom having only one disadvantage. This, however, is a honey—the useful little room lies directly off the kitchen, so that any sound therefrom is audible to the family, which congregates about the stove most of the time. On our first visit to them, I ventured in only under cover of night. But next time, after an extra year of ranch living, I stomped in boldly at all hours, once taking a bath while the rest of the household breakfasted, a triumph of abandon for me.

No Room for Inhibitions

My dream has been to make Cougar Rock a minor masterpiece of comfort. Scented bath salts, mammoth fluffy towels in the bathrooms; writing desks complete with stationery, stamps, and hairless pens; night-tables bearing choice books and magazines, a working radio, cigarettes, and a thermos of cold drinks. These are only a few of the delights I long to set before my guests, but what they find differs radically from this picture.

To begin with, the hot-water supply has never been adequate. Then, we are always short of wood; no hired man can, for some unknown reason, bring himself to cut enough to keep the house really warm. The towels, after a few attacks by our less than sensational laundresses, may be described by several adjectives, none of which is *fluffy*. Our two excellent writing-desks are apt to be used as dumping grounds for mail, paper dolls, and assorted junk, and we are definitely (Continued on page 98)

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VISITIN' . . . OREGON STYLE

(Continued from page 97)

haunted by a dwarf who removes bulbs from bedside lamps and pillows from the beds. There is a lamentable shortage of blankets, and most of the dishes we bought three years ago have been broken. My dream shows no sign of becoming a reality, unless the problem of hired help in central Oregon undergoes some drastic changes.

Cowboys are the easiest guests in the world. They can sleep anywhere, eat anything, and will always turn to and help with whatever chores occupy their host and hostess. They are the only people I have ever seen who can arrive without any luggage whatever and still look trim and neat over a period of days. One husky bull-dogger, with a long record of firsts, surprised us by washing all the dishes at five one morning, while a companion dunged out the barn and watered the stallion.

Ducks and Ducats

Anyone who knows as many cowboys as Chris is liable for a touch from time to time, for cowboys' fortunes vary more than those of most people, and they themselves will tell you they are nearly always broke or in the chips. A year or so ago, Chris found that a series of handouts to his friends was depleting his supply of cash to a point where obligations were being neglected, so he began dealing out ducks, of which we chanced to have a number on hand, instead of ducats. When Smoky Donnelly and Andy Peters came by in their jalopy, Chris spotted them from the window, remembered that he had recently staked them, and called out, "Cash, nothing doing; ducks, yes. O.K.?" "O.K.," they sang out, cheerfully enough, so Chris put two of our finest birds in the back seat of their car. Long afterward, Smoky told us that when they approached the Columbia River to cross on the ferry, the pilot shouted, "One buck, please!"

"One buck, one duck!" said Smoky, handing the bird to the ferryman, who took it and apparently liked it. The cowboys proceeded into Washington, where they built a fire, cooking the other duck in short order.

Wild Life and High Life

A night at the Boar's Nest, a shack in the timber about fifty miles westward from Cougar Rock, was one of my favourite spent away from home during the past three years. Chris and I were bear hunting—at least, Chris did the hunting while I rode along for company—and we joined four men (one of them Joe Gordon, famed ball-player of the New York Yankees) who had been out for a week pursuing the elusive bruin. They shot no bear that trip, but they did get one fine cougar. We spent a night and two days with them, riding up the shoulder of a snow-covered mountain, only to tear down the rocky slope at breakneck speed whenever a hound bawled. The view from the high (Continued on page 99)

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VISITIN' . . . OREGON STYLE

(Continued from page 98)

summit of Bald Mountain was unbelievable, all snow peaks and glaciers, vast areas devoid of humankind, but teeming with wild life. We had a sense of being watched from behind trees and rocks by unseen eyes, as we rode silently along, twigs occasionally cracking beneath our horses' hoofs. Once a big buck deer jumped out ahead of us and bounded away through the brush.

Night found us back at the shack, with Clem Giles cooking scrambled eggs, bacon, fried spuds, and coffee over the wood-stove. Kerosene lamps flickered on the trestle table as we ate. Outside, hounds squabbled over scraps; horses nickered in the corral by the barn.

We went to bed in a trailer house belonging to one of the men, as the cabin was filled to overflowing, two to a bed. There we wrapped ourselves in warm blankets, removing only our boots, and slept like the dead till four next morning, when Clem roused us to another day's hunting. Hot cakes and coffee were ready when we reached the shack. I tried to earn my way by washing the breakfast dishes in water from the brook.

There is no trick at all to being a guest under such conditions, and I forgot to wear out my jaws in a frozen smile. There were no fish about, but I can answer for the visitors. They were doing all right.

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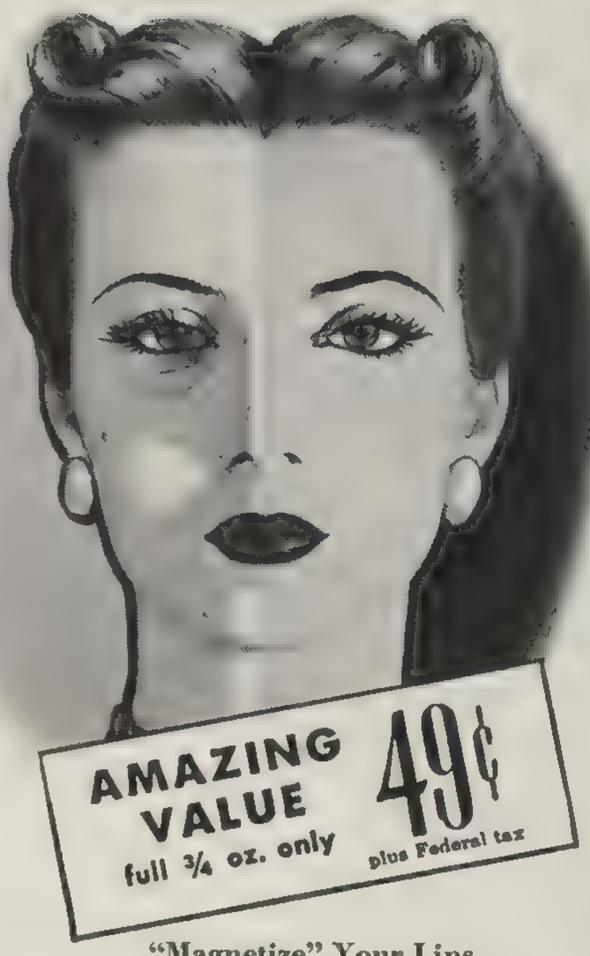

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NEW DIET

By Sigourney Thayer

(Continued from page 55) The following menus, for one week, are drawn up with strict consideration for:

1. *Taste.* These meals are all delicious. They represent good food, well prepared, for those who like food with variety and imagination.

2. *Rationing cards.* As this goes to press, for four people there are 64 meat card points, and 48 processed food points.

3. *Calories.* This diet is carefully balanced to maintain constant weight. There is no food reason why anyone following this diet should add or lose weight during the week.

Wartime is not the time to worry too much about losing that extra ten pounds. But if you must lose weight, take this diet and adapt it as a reducing diet by checking it with your calory lists. If you haven't a calory list, write to Box 1C, Condé Nast Publications, Greenwich, Connecticut.

4. *Health.* This diet adheres to a planned distribution of vitamins, proteins, fats, carbohydrates, minerals. It has been arranged *by day*, so it is not possible to serve, let us say, Thursday's luncheon with Saturday's dinner. The whole day's diet is unified according to plan. In other words, this diet gives you the proper allotment of vitamins to preserve and encourage the *bloom of health*, which will always be another name for *beauty*.

*(For the cheeses starred on pages 54 and 55, you can substitute either cream or cottage cheese with bar-le-duc jelly or fresh, stewed berries. The substitution for the bananas is on page 104.)

Starting with Soup

We are going to serve during the week cream of celery, mushroom, chicken, pea and pork bone, vegetable, and asparagus soups.

On Saturday, buy two roasting chickens. Their necks, gizzards, wings, and feet are flung into a pot. Cook with four to six chopped onions, a bunch of carrots, ten cents' worth of soup greens, and three cut-up potatoes (with skins). Also the green tops of two bunches of celery.

Cover these ingredients with water, boil for fifteen minutes; then lower the flame, cover, and simmer for at least three hours. The vegetables should be all cooked out. Drain off the liquid (your strainer should not be too fine), cool, and put in the ice-box. Sunday morning this soup will be jelly.

Sunday morning start your celery soup early. Put into a pot fifteen cents' worth of fresh clam-juice, two cut-up bunches of celery stalks, a cupful or two of jellied stock, and the usual seasoning. After an hour and a half of simmering, strain, saving the cooked celery for tomorrow's pot. After straining, add enough stock to make four generous cupfuls of soup, and put in a double-boiler. Add, slowly, a half-cupful of cream, and flavour with a touch of sherry just before serving.

All the stems of Sunday night's mushrooms are used for Monday's mushroom soup. Chop them up fine, and put them in the pot with the leftover uncreamed Sunday's soup and at least four (Continued on page 101)

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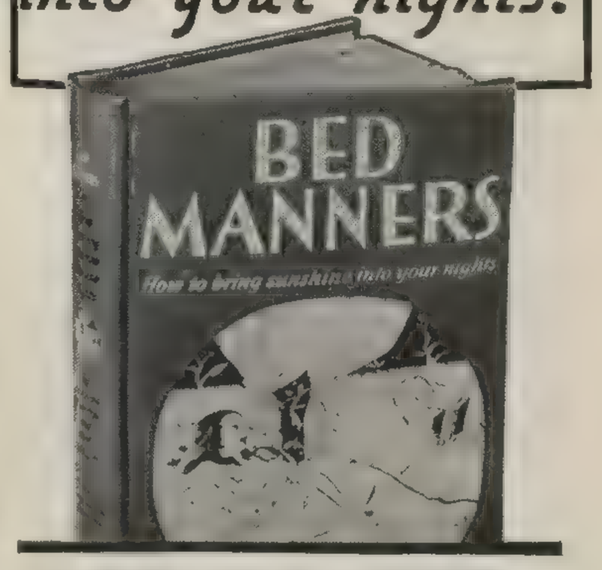

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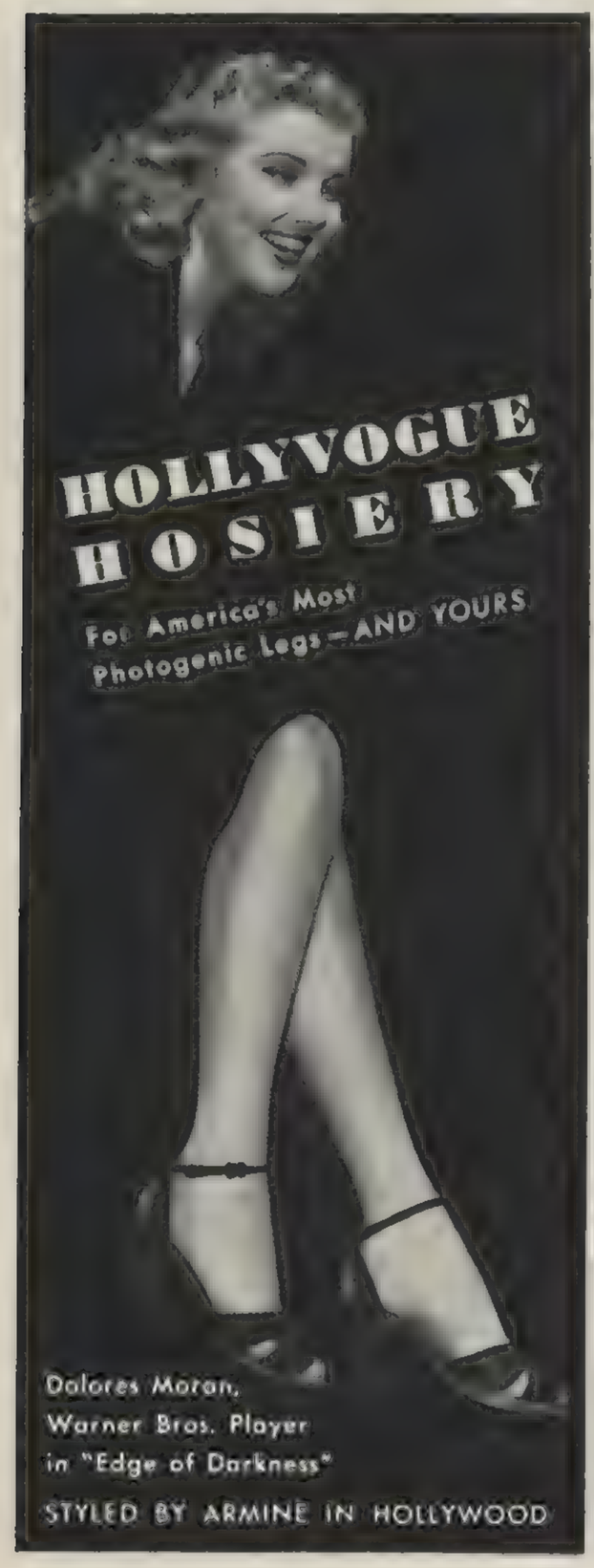

NEW DIET

(Continued from page 100)

cupfuls of the jellied stock. Let this simmer for at least an hour. In the meantime, you have put the carcasses of Sunday's chicken into a pot of water with a few raw, finely chopped onions and one potato. Boil for half an hour; then let simmer for an hour. Now strain this into your mushroom stems, and simmer for another half-hour. Put into the ice-box until an hour before dinner; then heat in a double-boiler, add seasoning as above. Measure out eight cupfuls, and add a half-cupful of cream and sherry to taste.

Wednesday night there is vegetable and chicken soup. The base is whatever jelly is left from Sunday and Monday, as explained above. Add to your pot, left-over carrots, more celery tops—and the remains of the braised endive on Tuesday's dinner menu. Chop up a potato (with skin), add, and boil for fifteen minutes; then simmer for an hour or two. Take a little chicken meat saved from Sunday, dice just enough to put into each cup. Soak this diced chicken for several hours before dinnertime in half a cupful of sherry, in a closed jar in the ice-box.

Heat eight cupfuls of soup in a double-boiler, and, just before serving, add the chicken and sherry, half a cupful of cream, and the usual seasoning.

Thursday's soup should be made from a pound of fresh peas cooked several hours in a double-boiler with the bone from Wednesday's pork shoulder. In the pot go three chopped onions, two chopped potatoes, a cupful of clam-juice, three cupfuls of the week's jellied stock, any left-over *courgettes*, and cottage-cheese. Season as usual. Take this soup off not later than three o'clock, strain it, and let it stand in the ice-box for at least two hours, so that the grease from the pork bone will congeal. Just before dinner, take off the grease, strain the soup into a double-boiler, and heat up again. Add neither cream nor sherry to this soup.

Make your Friday's vegetable soup from the beet and spinach water from Thursday's cooking. Put into a pot a bunch of cut-up carrots—two potatoes with skins on, a tomato or two, soup greens, a very little cabbage, and any left-over vegetables. Cook for at least three hours. Heat whatever remains of the pea-pork-bone soup, strain again, and add to the simmering vegetables. Once more measure out your eight cupfuls. Dice raw carrots, and cook in the hot soup just enough to soften. Do not add milk. This soup is best with grated cheese.

On Friday buy a fresh mackerel. Cut in three pieces and throw into the pot with three finely chopped onions, two cut-up potatoes, fifteen cents' worth of clam-juice, and two cupfuls, not more, of the stock left from Thursday's soup. This should simmer four to five hours, with another cupful or two of the week's soup stock added. Finally, the fish meat will dissolve. Flavour the soup while it cooks with the customary Eddy's Sauce and powdered mustard.

An hour before serving, remove bones and mash down whatever potato and fish meat has not dissolved. By this time, your soup should be fairly thick. Half an hour before serving, add a full cupful of (Continued on page 102)

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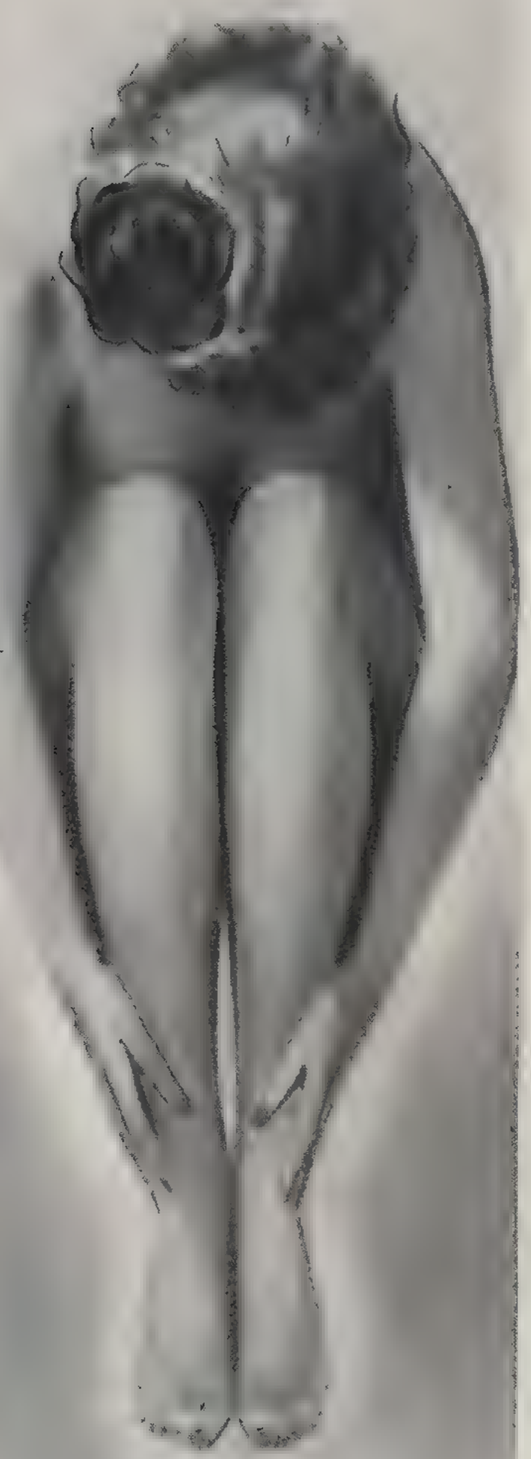

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NEW DIET

(Continued from page 101)

cream; at last minute, add sherry.

Saturday's soup starts with what is left over from the week's stock (not any fish stock). Cook into the remaining stock the ends of yesterday's asparagus, a cupful of clam-juice, and the usual seasoning. Be generous with the cream.

Wednesday's Roast Pork

The shoulder of pork on the menu is a six-pound shank. The butcher should cut out the bone and leave it on the roast. The roast should be put in the oven bone side down. Use no flour, only salt and pepper. It should be put in a 500° oven and browned for half an hour; then lower the heat. After an hour, remove the pan and drain off the drippings. When they are cool, strain them. These are to be used throughout the week for every kind of cooking in place of butter. Replace the pork in the oven, and for the first time put water in your roasting pan. On no account must the water go in before you have removed your first drippings. The pork should be cooked well.

Saturday's pork pie may now be prepared. Cut into squares whatever pork is left. There should be, in addition, a few slices of tongue left from Monday. These meats should be placed Thursday in a cupful of chicken soup stock, set aside for the purpose. The meat squares should soak in the soup stock until Saturday.

On Saturday, when the crust is rolled, pork drippings may be used for shortening. To the meat, add small white onions (not overcooked) and several oyster plants diced and parboiled. Flavour with Eddy's Sauce, two full teaspoonfuls, a little mustard and ketchup, and one full tablespoonful of flour, blended in a half-cupful of soup stock and a tablespoonful of pork drippings. The meat, vegetables, and sauce should be heated in a double-boiler first, to blend, before placing in baking-dish and covering with pie-crust.

Butterless Sauce for Asparagus

Into a saucepan, pour three tablespoonfuls of soup stock—add three tablespoonfuls of mayonnaise. Stir continuously over a low fire until mixture blends, add a teaspoonful of ketchup, a half-teaspoonful of Eddy's Sauce, salt, pepper, and paprika. Strain the sauce, leave on the stove in a double-boiler, and pour over the asparagus just before serving.

Courgettes and Shirred Eggs

The *courgettes* (these are a small type of squash) should be sliced as you slice a banana, the slices dipped into raw eggs, then breadcrumbed. Place in a frying-pan full of boiling pork drippings. Have another slightly greased frying-pan handy, which should not be too hot. Remove the slices from the boiling pan and let simmer in the second pan. It is better to remove them too soon (Continued on page 103)

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NEW DIET

(Continued from page 102)

rather than take a chance of burning them.

Bake your eggs in the usual shirred egg dish with a little cream. When done, garnish with the fried *courgettes.*

Apple Soup

Apple soup is refreshing for summer luncheon. Stew quartered apples with their skins on in a pot three-quarters full of water. Put half a lemon rind in the water and an under amount of sugar. The juice should cook a couple of hours with the pot's cover half on. The liquid should boil down to one-third of its quantity. Strain off the juice and leave in the ice-box overnight. Serve cold, with a dash of nutmeg, in bouillon cups.

Mashed Potato and Celery

Fill baked potato skins with the mashed potatoes mixed with diced celery, semi-cooked separately. Let the celery and the mashed potato cook in the double-boiler together and remain heated until serving time.

Spiced Crabs

Custard dishes or imitation shells are preferable to actual crab shells. Chop together very finely half a bunch of celery and half an onion. Fry in a little pork fat. Add half a cupful of soup stock, to keep from cooking too quickly. Season, mix in a double-boiler with a pound of crabmeat, three tablespoonfuls of coarse cracker meal. Add the celery and stir the whole mixture together; then cook it for a full hour. Place the meat in your shell dishes, sprinkle on top buttered breadcrumbs and grated cheese. Keep heated in the oven until served.

Velouté of Chicory

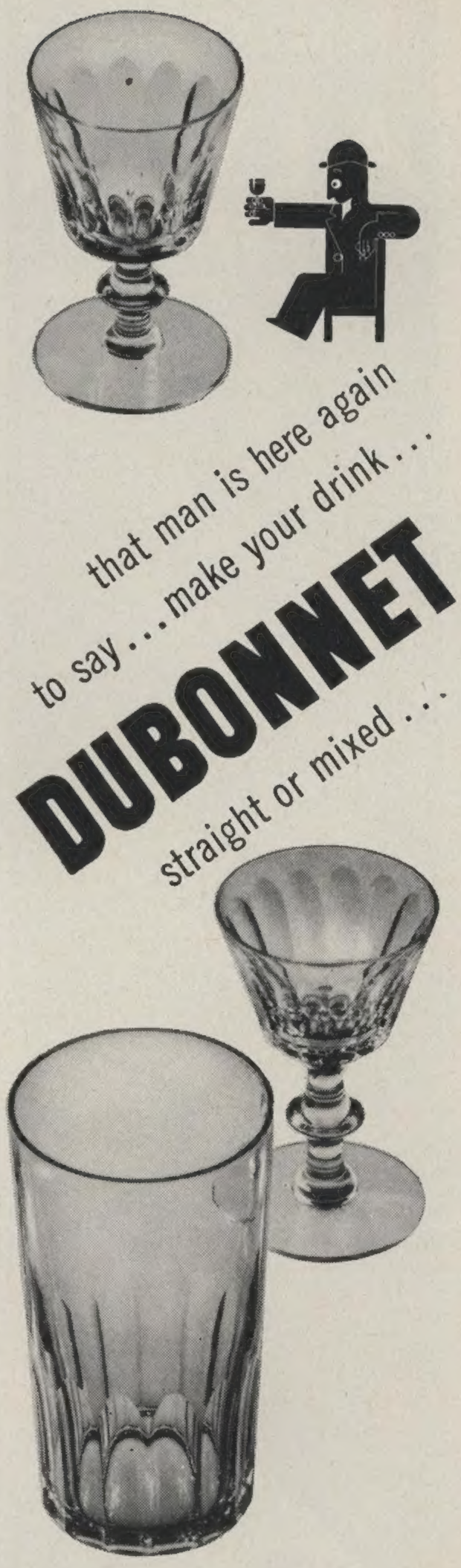
Velouté, as opposed to purée, means moistened with soup stock rather than cream. Cook the chicory just as you would spinach, strain in a colander, put in a double-boiler with a cupful of soup stock, season with salt, pepper, a little butter or pork fat, and a dash of Al or Eddy's Sauce. Whip with a wooden spoon, adding a little more soup stock as you go, until the vegetable has the smooth, velvety consistency worthy of the name.

Brown Betty and Hard Sauce

The Brown Betty is made the usual way; but, instead of the usual vanilla flavour, add the same amount of any liqueur—preferably Cointreau, Benedictine, or Chartreuse.

Orange Lime Dessert

To make good orange, lemon, lime jelly, use one lime, one lemon, half a dozen or eight oranges—depending on size—a half cupful of sugar syrup or honey. Mix the strained juices together, heat them on the stove, but do not boil, add the hot syrup of honey; then add just enough gelatine to keep the (Continued on page 104)



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NEW DIET

(Continued from page 103)

finished dessert light. The jelly should break in the spoon as you eat it. The right consistency comes with practice.

Baked Bananas with Orange and Wine Sauce

To make the orange and wine sauce, either honey or sugar syrup may be used. Into half a cupful of either, pour the strained juice of two oranges. Heat in a saucepan, but do not boil. Beat separately the white of an egg, add gradually a cup of American white wine, pour wine and egg slowly into the heated orange syrup, stirring continually. This sauce should be made just before dinner. Keep hot on the stove and serve in a sauce bowl.

Bake the bananas in a greased baking-dish. If impossible to get bananas, substitute raw apples, sliced as you would a pineapple. Pour a little sugar syrup or honey over the apples as they bake. Apples should be crisp, not mushy. If apples are used in place of bananas, pour the sauce into the baking-dish just before serving.

Monday's Casserole

Into a double-boiler, put the stuffing left over from Sunday's two roast chickens. In a separate saucepan, dice a little of the chicken meat, and cut up the raw livers and hearts. Add the chopped-up gizzard which you have previously removed from the soup pot. Add one-half of a very finely chopped onion. Mix the above with boiled rice, which has been dried in the ice-box. Moisten with a little soup stock.

When well mixed, put into the double-boiler with the stuffing which is now heated. Add some Al or Eddy's Sauce as seasoning and a little ketchup and salt and pepper. Stir this well and put it in a greased casserole. Smooth the top and cook in the oven for at least an hour.

The amount of soup stock determines how dry or moist this dish shall be. If you have some chicken gravy left over from your Sunday's roasting, this gives a stronger flavour than the soup stock. A touch of grated cheese, if available, may be sprinkled on top.

Eggs Chimay

Boil eight eggs twenty minutes. Shell and cut eggs in half, lengthwise. Remove yolks and put them through a ricer. Take half a pound of mushroom-heads and, without peeling, put through the meat-chopper. Fry them with a little pork fat. Then, in four tablespoonfuls of heated pork fat, stir two tablespoonfuls of flour and a quarter-onion, cut fine. Add a pint of milk slowly—evaporated or condensed is best. Whip continually, adding pepper, salt, and a teaspoonful of Eddy's Sauce. Mix the riced egg yolks and the mushrooms, in equal portions. Moisten with a little sauce. When it all is a paste, fill the egg whites and place in a greased baking-dish. Strain the sauce and pour over the eggs. Sprinkle with a liberal amount of grated cheese. Put in the oven, and serve sizzling hot.

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